

Southern **BUILDING SUPPLIES**

OCTOBER, 1950

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



***Christmas
Bonuses
Hold Good
Employees***



**WAYS TO
Christmas
SALES and
GOOD WILL**



10,700 Copies
This Issue

ALUMINUM WINDOWS MEET THE MARKET

CONTROLLED CREDIT SAFEGUARDS PROFITS

HOW TO HANDLE ASPHALT ROOFING PRODUCTS

WHAT THE NEW SOCIAL SECURITY ACT OFFERS

Rising to New Heights ... the Picture Window with Ventilation Added !



Normal ventilation must correspond with natural convection air-flow, that is, from bottom to top. The new Miami picture window is equipped with awning window vents above and below the fixed window. This permits unrestricted, normal ventilation.

Constructed from extra heavy aluminum alloy sections.

- ➔ Single heavy duty aluminum operator on bottom vent, actuates both upper and lower lights at the same time.

The new Miami picture window has a continuous frame -- no mullion -- gives narrow sight-line at meeting bar and extremely narrow muntin. Additional muntins may be specified horizontally or vertically, as desired.

- ➔ Vents and fixed window can be made to any dimensions, up to 6 ft. 2 inches wide, and to any height.

Serrated sash maintains a tight bonding surface between putty and aluminum.

Both sides of vents are actuated with equal pressure, through a patented, concealed, torque shaft, giving easy balanced operation.

Tight construction, and positive metal-to-metal contact eliminate the need for weather-stripping. However, frame and sash members are designed, with or without weather-stripping, as desired. Extruded Elasto-Meric Vinyl weather-stripping is placed on second meeting rail, so that it is not exposed to outside elements.



PLANT No. 2
INDUSTRIAL
MACHINE TOOL CO. INC.

For further information write **MIAMI WINDOW CORP.** P. O. Box 356, Miami 42, Fla. or phone Miami 88-2411

MORE

for your money, in

MENGEL

Hollow-Core Flush

DOORS!



Installation and finishing expense leads most architects and builders to demand the extra beauty, durability, economy and sales appeal of Mengel Hollow-Core Flush Doors.

- 1 *Balanced* seven-ply construction to provide controlled reaction in changing weather conditions.
- 2 Hardwood construction throughout — stronger, more durable, free from grain-raising, more easily and economically finished.
- 3 Exclusive Insulok grid core material has inherent resiliency, cannot cause warping, nor transfer grid pattern to faces.
- 4 Greater strength. Adequate core stock surface area provides maximum gluing surface and resistance to warpage.
- 5 Precision key-locked dove-tailed joinings of stiles and rails add strength and stability.
- 6 Ready to finish. Door faces are smoothly belt-sanded. Stiles are machine-planed at factory — prefit to standard book sizes.
- 7 Fully guaranteed. Each door must meet rigid quality control standards and constant inspection throughout manufacture.
- 8 Mengel Hardwood Flush Doors are economical — no mouldings to paint — no corners to collect dirt. Smooth hardwood surfaces are less absorbent and less costly to finish — easier to clean and longer-lived.

Write for complete specifications. Use the convenient coupon.

Also see —
MENGEL STABILIZED SOLID-CORE DOORS
 the finest products of their type on the market.



The Mengel Co., Plywood Division
 2505 South Fourth Street, Louisville, Ky.

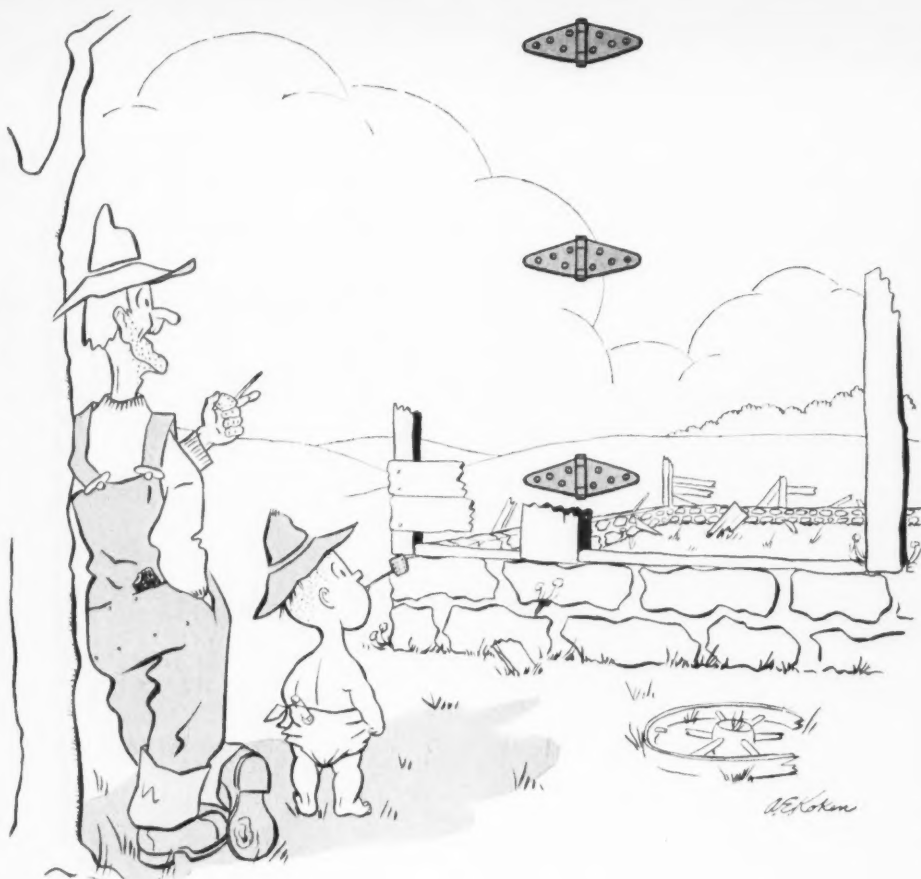
Gentlemen: Please send me, without obligation, full specifications on
 Mengel Hollow-Core Flush Doors; — Mengel Stabilized
 Solid-Core Doors.

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State _____



*"They sure last...even in '76
when Granpap built that barn, he knew..."*

EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



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SOLD BECAUSE ROXDALE PRODUCTS HAVE more selling features. THE NEW EXCLUSIVE $4\frac{1}{4}'' \times 4\frac{1}{4}''$ TILE SIZE BLOCK; THE EXTRA-WIDE BEVEL-EDGED SCORELINE; THE HIGH GLOSS, BAKED-ON FINISH, THE HALF-STRIPE, HALF-SCORE ON ALL FOUR EDGES MAKE ROXDALE TOPS WITH HOME-OWNERS.

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SOLD BECAUSE ROXDALE MANUFACTURES A COMPLETE RANGE OF COLORS, SIZES AND PATTERNS. **ROXSQUARE** ROXDALE'S NEWEST PATTERN, $4' \times 4'$ SHEETS SCORED INTO $12'' \times 12''$ BLOCKS HAS EARNED WIDE ACCEPTANCE AS A NEW, PERMANENT CEILING MATERIAL. THE OTHER PATTERNS ARE MADE IN $4' \times 4'$, $4' \times 6'$, $4' \times 8'$ SIZES.

ROXSQUARE

SOLD BECAUSE IT'S GUARANTEED! YES, THE EXCLUSIVE WRITTEN ROXDALE FACTORY GUARANTEE, SPECIFICALLY STATING THAT ROXDALE PRODUCTS WILL NOT CHIP, CRACK OR PEEL, BRINGS YOU EXTRA SALES AND ADDED PROFITS.

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SOLD BECAUSE ROXDALE'S HARD-HITTING MERCHANDISING HELPS YOU SELL IT. ADVERTISING, WINDOW DISPLAYS, COLOR CHARTS, SAMPLES, BOOKLETS, INSTRUCTION SHEETS, ETC., BRING ROXDALE DEALERS THE PLUS INSTALL-IT-YOURSELF BUSINESS ADDED TO CONTRACTOR TRADE.

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CASH IN NOW. GET THE COMPLETE FACTS ON ROXDALE'S HIGHER QUALITY, BETTER MERCHANDISING AND COMPETITIVE PRICES. SEND COUPON TODAY. WE'LL RUSH DETAILS.

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New York 67, N. Y.

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2916 White Plains Road, New York 67, N. Y.
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LOWEST APPLIED COST

More and more builders buy Lo-K exclusively because—on the basis of applied cost—it is the most economical insulation they can use. Here's why. Extremely light weight makes it easy to handle and reduces structural load factor. $1\frac{1}{2}$ " fastening flange speeds application. It contains no harsh particles that irritate the skin and slow up workmen.

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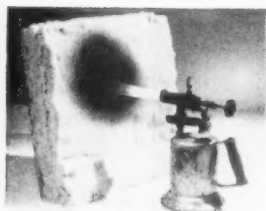
With a .24K factor, Lo-K has the greatest insu-

lating value of any commercial insulation. It is permanently flameproofed, resists moisture, will not mildew, attract vermin or deteriorate with age.

EASY TO STOCK AND HANDLE

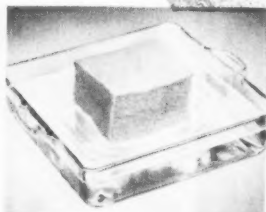
Shipped in compressed form, Lo-K requires only $\frac{1}{3}$ as much storage space as most other insulations . . . entails less trucking . . . increases your net profit.

Now is the time for you to cash in on the heavy builder demand for Lo-K—the insulation that costs least applied.



GIVE IT THE BLOWTORCH TEST

You will find that it won't flame—merely chars without flaming—won't melt or fall apart. That's why it acts as a fire stop. Furthermore, Lo-K's flameproofed qualities are permanent.



TEST IT FOR MOISTURE RESISTANCE

Floot it for days on top of a pan of water. Because Lo-K does not absorb moisture by capillary attraction, only the part in contact with the water will be wet.

Available in either open or enclosed blanket types—and with aluminum foil or asphalt Kraft paper vapor barrier.



LOCKPORT COTTON BATTING CO., LOCKPORT, NEW YORK

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SOUTHERN STATES IRON ROOFING CO.

OVERNIGHT SERVICE FROM 15 BRANCH WAREHOUSES

Fencing Time
is Profit Time!

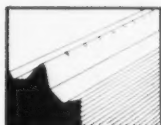
With - -
STAR STEEL FENCE POSTS



Fencing time is PROFIT time . . . when you stock SSirco Star Steel Fence Posts! Designed by a farmer, Star Posts appeal to other farmers on sight . . . sell fast . . . give you a generous profit margin. They are easy to stock, too — require little storage space. The only posts we know of that NEST PERFECTLY. And the convenience of 15 SSirco Warehouses for OVERNIGHT DELIVERY or DRIVE-IN PICK-UP cuts inventory needs to a minimum.

- LOW COST
- STRONGER
- LONGER-LASTING
- EASIER TO INSTALL

The new Star design is like no other on the market. It's stronger, longer lasting. No lugs, clips, ties . . . one straight wire locks ALL fencing wires from top to bottom . . . allows g-i-v-e under strain . . . makes stronger, longer lasting fences. And the cost is amazingly low. Write today or see your SSirco Representative for complete information about fast selling SSirco Star Steel Fence Posts.



EASIER TO STORE—
Star posts nest snugly, require little space. And SSirco Overnight Delivery means minimum inventories.



EASIER TO INSTALL
—No lugs, no staples, no ties. No holes to dig, wire secures fencing. Easy to move.



STURDIER — Up to 65% more ground bearing surface without anchor plates! Longer lasting — pre-painted, with water proof asphalt under ground.



MORE SHOCK - ABSORBENT — fencing can't loosen, yet has far greater G-I-V-E than with other posts. Practically eliminates broken fencing!



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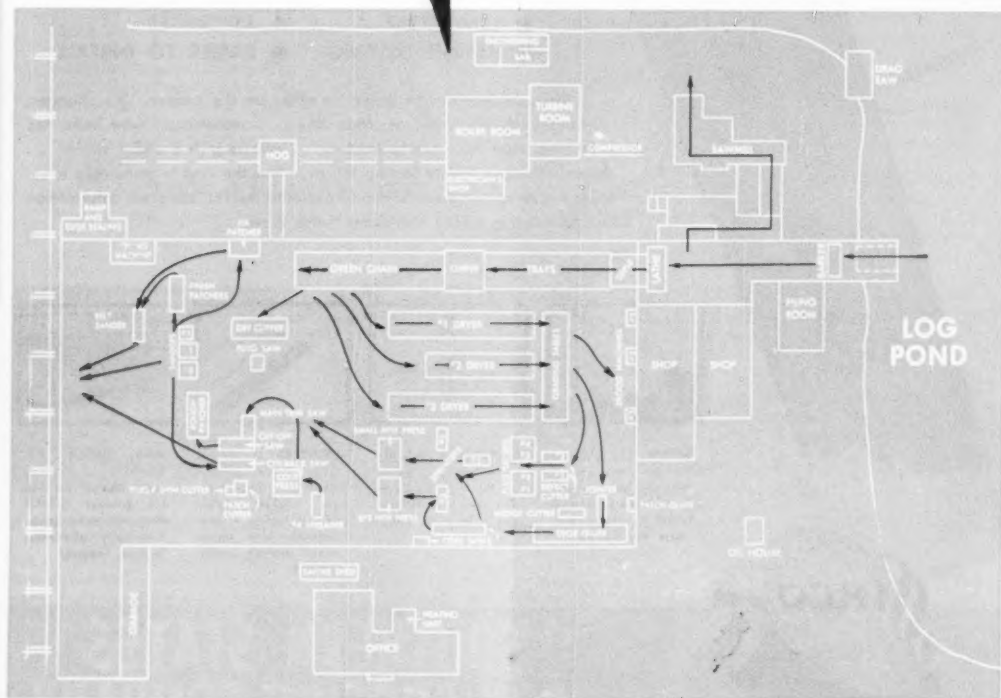
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Chances are that you have never seen plywood made. An APMI panel looks clean and precise, but you may have wondered how it gets that way. It's not as simple as it seems—as the production flow chart below will indicate. . . . We have been producing quality plywood since 1921 and the older we get in experience the tougher we get on quality. When APMI plywood hits the delivery trail, every panel bears *two* stamps of quality: the Douglas Fir Plywood Association *grademark* and the APMI *trademark*. . . . If you'd like a copy of the booklet "The Story of APMI Plywood," drop us a line on your business letterhead. There is no obligation.

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General Offices: EUGENE, OREGON
Plywood Mills at Eugene and Willamina, Oregon



FREE to Building Supply Dealers

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PRINTED HELPS

100. Insect Screen Guide. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

118. Arm-Glaze Putty. Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

119. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

130. Hunter Zephyr Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

136. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

142. Butt Hinges. Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

146. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

147. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

149. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

155. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

158. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

160. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

161. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

162. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

163. Application of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

166. Fawesco Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawesco Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

172. Louver Windows. A brochure on Stewart metal louver windows shows sketches and descriptions of all models and an architectural drawing of proper installations. The Stewart Iron Works Company, Inc., Cincinnati, Ohio.

174. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

189. Ideal Bathroom Cabinets. Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent-lighted models. It also shows clothes-chute doors and milk and pack ice receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

192. Reflective Insulation. Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

194. Structural Glass. "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Specification charts and technical data are also given. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the October, 1950, issue of S'B'S with these key numbers: _____

Name _____

Position _____

Firm _____

Mail Address _____

City, State _____

**IT'S NEW...IT'S BEAUTIFUL...
IT SAVES STORAGE SPACE!**

PLASTERGON Duo-Tone WALLBOARD



**One color one side . . . a second
color on the reverse side . . .
that's the big news in wallboard.**

Yes, *double-color* is yours to offer customers with DUO-TONE, the newest pre-decorated wallboard in the complete Plastergon line.

DUO-TONE is available in 4 colors: twilight rose, ivory, suntan, and seafoam green. And you can have these colors back to back in any conceivable combination for Plastergon makes them all.

Consider what such a color line means to your customers. New decorative schemes are possible. New colors can be added to homes, offices, and displays. Furthermore, you can offer these many colors with less storage space because as few as two different boards can enable you to offer all four colors.

DUO-TONE is four-ply, 3/16" thick and is offered at *no increase in price* over plain board of the same specifications as our Economy brand. It's available in panels 48" wide and from 6 to 12' long.

SEND FOR SAMPLES TODAY

MAMMOTH, 1/4" pebbled wallboard • PERFECT-O-CELL, 3/16" pebbled wallboard • BUCKSKIN, 1/10" pebbled wallboard
DUO-TONE, two colored wallboard • ECONOMY, ivory finish wallboard • EBONY, 1/8" asphalt board • LOCKAIRE,
1/2" asphalt board • LOCKAIRE, 1/2" insulating board • BUDGETAIRE, 5/16" insulating board • MILUSTRE, tile board

4 BASIC COLORS—BACK TO BACK

Seafoam green, suntan, twilight rose,
and ivory

6 COMBINATIONS

Seafoam green and suntan—seafoam
green and twilight rose—seafoam
green and ivory—ivory and suntan—
ivory and twilight rose—twilight
rose and suntan.

NO PRICE INCREASE

You pay no more for Duo-tone's back
to back feature than for plain board.

A COMPLETE COLOR LINE WITH LESS SPACE

Offer all four colors with only two
boards. Choose your own combina-
tions—save space.

PLASTERGON PRODUCTS

THE PLASTERGON WALLBOARD CO., P. O. BOX 40, STATION B, BUFFALO, N. Y.

All the New Features
your customers want—





ASBESTONE

ASBESTOS-CEMENT BUILDING PRODUCTS

ASBESTONE ROOFING SHINGLES

STYLE	FINISH	COLORS
 Dutch Lap	Wood Grain	Greer Black White
	Smooth	Red Gray and Blends
 Hexag- onal		

ASBESTONE SIDING SHINGLES

 Straight Edge	Wood Grain	White Buff-tone Blends
	Wood Grain	Green- tone Blends Gray
 Wavy Edge		

ASBESTONE *Super "6"*

CORRUGATED ROOFING and SIDING

Light Weight—
Amazing Strength
6" Corrugations

Makes a faster-
draining roof

Looks like tile—
wears like rock

CHOICE OF COLORS

Tile Red — Natural Gray

Fireproof
Weatherproof
Termiteproof
No Painting
No Upkeep
Insulating

**Lasts
a
Lifetime!**

ASBESTONE CORPORATION

5300 Tchoupitoulas Street • New Orleans 15, La.

Specialists in Asbestos-Cement Building Products for over 25 Years

CUMBERLAND GIVES YOU *ALL 10!*

No. 10 Non-Efflorescing ✓

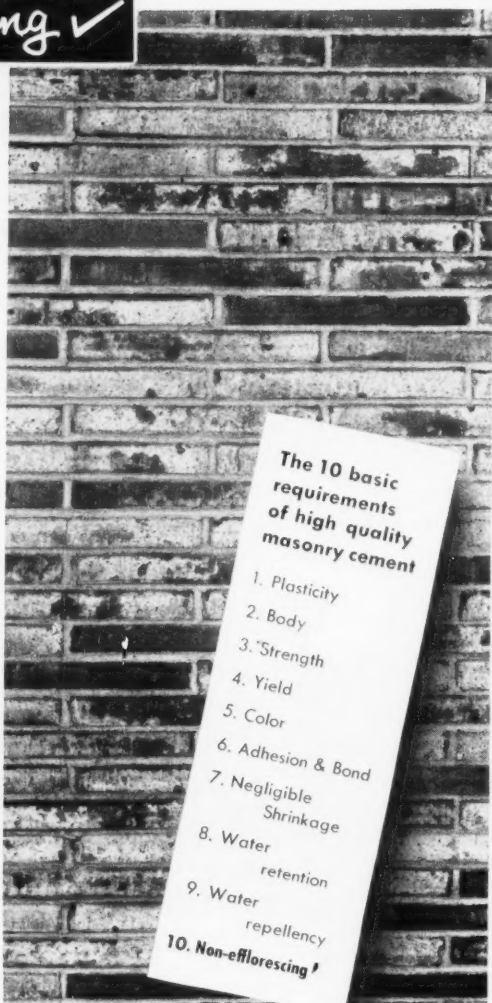
Here's a typical example of efflorescence or blooming (see photo). Such unsightly white motting has spoiled many an otherwise good job.

Because Cumberland Masonry Cement makes a dense, tight mortar with a low content of soluble salts, efflorescence is minimized. The passage of water is effectively resisted by the mortar, thus preventing salts from coming to the surface and causing unsightly stains. That's why masonry surfaces made with Cumberland Masonry Cement retain their smooth, even, pleasing color.

On every point, from one to ten, Cumberland Masonry Cement is *better* cement. That's why every year more and more architects, engineers and masons throughout the South are turning to Cumberland for masonry work of enduring beauty.



Steam plant of Georgia Power Company, located at Atkinson, Georgia, Cumberland Masonry and Cumberland Portland cements used throughout.



The 10 basic requirements of high quality masonry cement

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water retention
9. Water repellency
10. Non-efflorescing



Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

PRINTED HELPS

(From page 7)

Order this FREE LITERATURE by filling in coupon on page 7 of this S*B*S, then mail!

206. Fancy-Face Plywood. An illustrated folder describes Mengelux economical three-ply panels with faces of mahogany, walnut, oak, and birch. Specifications and sizes are included. Plywood Division, The Mengel Company, Louisville 1, Ky.

207. Slanted Roof Louvers. A two-color leaflet presents specifications for universal, flush flange, and box frame types of Leslie louvers for slanted roofs or walls. Included are details of the eight new larger flush-flange types. The Leslie Welding Company, 2943 Carroll Avenue, Chicago 12, Ill.

218. Plastic Wall Panels. Full-color, illustrated folder shows the new line of Marlite wood and marble pattern plastic-finished wall panels and their use in homes, offices, and institutions. Marsh Wall Products, Inc., Dover, Ohio.

232. Sliding Doors. Specifications, sizes, finishes, and an explanation of ways in which prefabricated sliding door closet-fronts save space and money are included in a new illustrated folder. The United States Sliding Door Corporation, 216 Lexington Avenue, New York 16, N. Y.

234. Outdoor Fireplaces. Folder describes inexpensive, easily-set-up Fyro-Grill outdoor fireplaces. Ten designs are shown. The Price Fireplace Heater and Tank Corporation, Buffalo 7, N. Y.

240. No-Draft Sash Balances. Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Master Metal Strip, Inc., 1721 N. Kilbourn Avenue, Chicago 39, Ill.

242. Attic Stair. Literature is available describing various models of residential and commercial Hollywood disappearing attic stairs. The Hollywood Overhead Door Company, 5627 Yale Blvd., Dallas 6, Tex.

249. Plastic-Faced Plywood. Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood and Lumber Company, Southern Finance Building, Augusta, Georgia.

250. Aluminum Screens. Attractive folders, envelope stuffers, and self-mailing pieces are available on Fabrico aluminum screens. Their light weight, rust resistance, and long

wear are described for consumers. Screens and Fabricated Metals Corporation, P. O. Box 31, North Bergen, N. J.

251. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

270. Maple Flooring. Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

280. Ventilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.

282. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

283. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

284. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.

286. Farm Roofing. The application of Alcoa aluminum farm roofing and siding is explained and pictured in detail in a new two-color folder. It explains the use of accessories with corrugated sheet and 5-V crimp materials. The Aluminum Company of America, Pittsburgh, Pa.

287. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

288. Fireplace Forms. Booklet explains how Superior heat circulating fireplace forms increase the volume of warm air. Cutaway drawings show how warm air is expelled through the front grille, and how forms fit into

fireplaces of various designs. Specifications are included. The booklet is suitable for AIA files. The Superior Fireplace Company, 601 North Point Road, Baltimore 6, Md.

289. Home Ventilation. The Contractors Kit on Chelsea fans contains a fan and blower catalog; price list; attic ventilation code; industrial ventilation guide; two descriptive folders, and single sheets describing various models. Also included is an attractive 44-page book of general information about models, uses, and installations. The Chelsea Fan and Blower Company, Inc., 639 South Avenue, Plainfield, N. J.

296. Aluminum Windows. An attractive new folder shows all styles and sizes of Alasco aluminum windows, designed especially for moderately priced homes. Installation details are sketched and savings are described. Alasco Products, Inc., SB-10, 1144 Ninth Street, Muskegon Heights, Mich.

297. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Clever poems are included. Usually selling for 25 cents a copy, single copies are free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

298. Folding Stairway. Illustrated folder describes Precision folding attic stairways and their selling points. The Precision Parts Corporation, 402 North First Street, Nashville, Tenn.

299. Liquid Roofing. Silver Comet liquid aluminum roofing, its advantages and application, are described in detail in an attractive two-color folder. It shows how Silver Comet can be poured over felt, asphalt shingle, corrugated or sheet metal, and built-up roofs. The Southport Paint Company, Savannah, Ga.

300. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

301. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

302. Disappearing Stairways. A detailed drawing that shows the workings of the Meyer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.



Residence of William H. Schumacher, Wynote, Pa. • Architect, Herbert E. Hill

Installed over 13 years ago...these windows still perform perfectly today



Operator 4715
is an inexpensive angle-drive operator for residential wood casements. It is precision-built, handsome of line, attractively finished.

- Casehardened steel worm integral with shaft
- Teeth precision-machined at exact operating angle
- Housing of Zamak alloy
- Heavy brass channel guide, cadmium-plated steel operating arm

- Operates through screens
- Easily installed—2 measurements, 6 screws
- Crank handle and worm shaft serrated—no slip, no play
- Operates on casements carrying butt or extension hinges (specify)
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Getty-operated casements grow up without ever seeming to grow old. Through years and years of twists and turns, they continuously render troublefree, faithful service—starting as quickly, moving as gracefully, stopping as suddenly and as securely as the day they were installed. Their original cost is reduced to a negligible minimum over their lifetime span of service.

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H. S. GETTY & Co., Inc.

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PHILADELPHIA 40, PA.

Southern BUILDING SUPPLIES

OCTOBER, 1950
Vol. 5 No. 10

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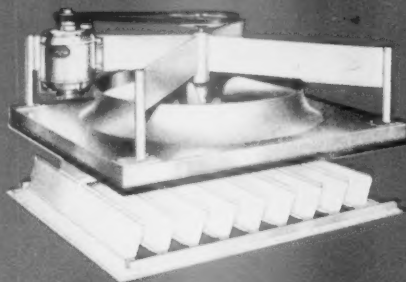
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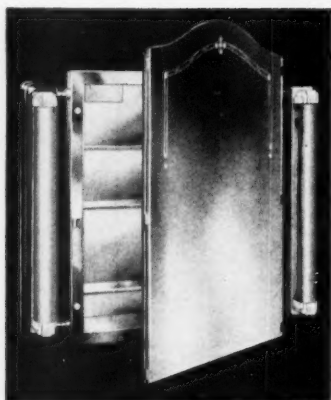
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Address _____
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CABINET

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Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: George Packard, Fort Smith, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben P. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winnfield, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John R. Armstrong, Amarillo.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. National 6757. President: C. B. Sweet, Longview, Wash.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Walter Hinton, Altus, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flmt. Tel. Vctor 2265-6. President: Charles H. Kemper, Troy, Mo.

Tennessee Building Material Association—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. D. Lashlee, Humboldt, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

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Another quality building product from the makers of Tensulate Perlite plaster and concrete aggregate.



TENNESSEE
PRODUCTS & CHEMICAL

Corporation
NASHVILLE, TENNESSEE



CAN FREE ENTERPRISE SURVIVE?

No. 6 in a series of editorial messages

A WELL-INFORMED business man was discussing the Korean war—and what may follow. "I'm quite pessimistic about the outlook," he admitted. "And it's not so much the military picture which alarms me as it is the probable effect of this military program on our domestic situation. Fact is, I think our American way of life, as you and I have known it, is about at an end."

This comment is quoted because it seems to express the viewpoint of so many intelligent people.

War and large-scale preparations for war are likely to bring drastic changes in the nation's economy. They mean vastly expanded government spending, a probable large increase in an already top-heavy government debt, perhaps even ultimate wild inflation; more government controls and less freedom for the individual; more power and political influence for organized labor; more danger that government's left-wing economic planners may put their socialistic theories into practice.

As is well known, Britain emerged from the last war with a completely socialistic labor government which, still in power, is developing a welfare state at the expense of individual freedom and opportunity. And what is happening in once conservative Britain can happen here.

"The United States is almost alone as the last bulwark of capitalism," says a publication issued recently by the U. S. Chamber of Commerce. "We have not yet formally adopted socialism, while most other nations have, to varying degrees."

"The question now being decided in day-to-day decisions is whether we shall follow these other nations into formal socialism; or whether we shall retain and improve the system of free enterprise which, despite some imperfections, has given us the highest standard of living the world has ever known."

All of us can help influence this momentous decision. We can do this by discussing these problems with our business associates and employees and by using our influence with our congressmen.

We can, for instance, insist that the military program be financed as largely as possible on a pay-as-you-go basis. For a heavy burden of taxation today is better than a serious economic upheaval and a socialistic regime tomorrow.

But the burden of taxation need not be so heavy if government stops its spending-as-usual program during the war emergency. So let's urge our congressmen to eliminate the "pork barrel" rivers and harbors projects, defer such things as the proposed eight-billion-dollar Missouri River Basin farm development program, hold farm and other subsidies to reasonable levels, and effect such other economies in non-defense spending as, according to recognized fiscal authorities, might easily save several billion dollars a year.

The President calls for sacrifices—says the emergency demands that we work harder and put in longer hours. That's a commendable program. But will it apply also to the more than two million civilian employees of the federal government—who now enjoy 49 days (9 4/5 weeks) a year of paid vacations, sick leave and holidays?

Under the Defense Production Act, such wartime controls as priorities and allocations are again with us; the President is empowered to establish wage and price controls; and government loans to business and industry are authorized. Let's be certain that such controls are used only to the extent that the emergency may require, and are removed when the emergency is ended.

We face the urgent need of building up our military strength to meet the present grave communistic threat. And should the Korean conflict develop into World War III, it would be necessary that we throw everything we have into the struggle, regardless of the effect on our domestic economy.

But we must preserve the free enterprise system which has put us in position to challenge communism today. We must pass on to our children the heritage of individual freedom and opportunity which we have enjoyed.



"We can help influence the decision"

COUNTLESS OTHER RUBEROID DEALERS COULD HAVE WRITTEN THIS LETTER



MANUFACTURING COMPANY, Inc.
Lumber, Building Material, Custom-Built Millwork

ROME, GEORGIA • TELEPHONE 2-4407

July 24, 1950

The Ruberoid Company
P. O. Box 1367
Mobile 8, Alabama

Attention: Mr. W. C. Byrd
District Sales Manager

Gentlemen:

In 1926 when this company was in process of converting from the production of boxes and crates to a full fledged dealer in building materials, the manager of a concern in Bluefield, West Virginia, owned by the same interests, was consulted for recommendations for various products to be included in the line.

Among the products recommended were Ruberoid roofing materials. If our memory is correct, the first car of roofing was ordered from Ruberoid Company without solicitation on the part of any representative of that concern, and since that time Ruberoid products have always been in our warehouse and thousands upon thousands of squares have been sold with entire satisfaction to our customers and to ourselves.

It is indeed a pleasure to look back over a period of 24 years of dealing with the same concern and to realize that during that long period nothing has occurred to make us regret in the least the decision that was made to feature Ruberoid products.

Yours very truly,

O'NEILL MANUFACTURING COMPANY

BY:

JRJERVIS/sd

Here is the story of how the O'Neill Manufacturing Company, Inc., of Rome, Ga., has helped develop their business by featuring Ruberoid products. The Ruberoid Co. is proud of its long and friendly association with this firm and the many other dealers like them.

The RUBEROID Co.

EXECUTIVE OFFICES: 500 Fifth Ave., New York 18, N. Y.

SALES OFFICES: BALTIMORE, MD., BOUND BROOK, N. J., CHICAGO, ILL., DALLAS, TEXAS, ERIE, PENN., MINNEAPOLIS, MINN., MILLIS, MASS., MOBILE, ALA.

Christmas Party

SOUTHERN
BUILDING
SUPPLIES

October, 1950

Strengthens Customer and Dealer Friendship

By B. MILLER

A CHRISTMAS party that informally brings together customers, potential customers, and company personnel, is a yearly event given jointly by the Eisinger Mill and Lumber Company and the Eisinger Building Supply Company in Bethesda, Md.

About 600 sprightly colorful invitations to their cocktail party are mailed to names on the Accounts-Receiveable lists of the two firms. These include account names that are no longer current, names of firms their salesmen would like to have on their accounts, and contractors' lists. Invitations are sent to people they do not know as well as old friends.

"This good-will party helps us get acquainted," asserts Roger W. Eisinger, Jr., secretary-treasurer of the Eisinger Building Supply Company.

"When we go out on a job, or when the customer calls us, we know someone specifically whom we can address. It simplifies personal dealings when a contractor calls and wants to speak to Curley or someone else he met at our party.

"The party offers an informal way to get better acquainted with construction foremen who are really the power behind the buying of building materials. It pleases the builder, too, to be able to bring his construction foremen to a Christmas party.

"Furthermore, the event frequently brings back into the fold contractors who have drifted away. It is effective in a way that calendars, ash trays, cigarette lighters, or other small gifts could never be."

Anticipating an attendance of about 350 people, Eisinger's rented a local clubhouse with kitchen

facilities for the affair last year. At the door each guest was given a name card to fill in and carry around in his breast pocket all evening. He was also given a Christmas card with a coin slot and a nickel in it as a reminder that there was free parking available in the two yards of Eisinger's, otherwise the nickel was handy if he had to use the parking meters outside. This delighted everyone.

Buffet service of refreshments included ham, turkey, and cheese sandwiches and cocktails. A girl accordionist and a girl guitarist furnished the music, to which everyone sang. The party lasted until midnight, with guests drifting in and out during the evening.

It was not a stag party, but the guests were mostly men, although

a few brought their wives. The entire staffs of the two Eisinger companies except the yard help attended.

Eisinger estimates that the Christmas party cost about \$700. Renting the hall was \$50, liquor \$300, entertainment \$75, food \$100, and other miscellaneous expenses about \$100.

This bill split between the two Eisinger yards amounts to \$350 for each. Eisinger says the affair is the most expensive, yet most effective, per-capita promotion this firm has undertaken.

"Our business has grown tremendously every year. Everything we have done has helped it grow," asserts Eisinger, who recommends a Christmas party to any company as a tested event that people remember and look forward to.

Christmas Is No Time to Coast.

True, there is much less construction going on in most of the Southern and Southwestern states. But most people are in a cheerful, spending mood . . . and they appreciate merchants who furnish them ideas and manifest a friendly spirit.

Most dealers sell some of the following materials, supplies, or equipment that make practical presents for the whole family or individual members: Millwork (china cabinets, storm sash, etc.)—Floors and floor coverings—Power tools—Hand tools—Home hardware (fireplace sets, door chimes, ornamental ironwork)—Kitchen and laundry appliances—Table appliances—Gift shop items (vases, cutlery, etc.)—Sporting goods and toys—Wallpaper and paint jobs.

In the interest of good public relations and customer good will, dealers invest in Christmas greetings, gifts, and parties. In the following pages, S*B*S presents examples of how enterprising Southern dealers sail through the holiday season with more sales and good will, instead of just coast.

Within a few days after the Renuart Lumber Yards, Inc., delivered free Christmas trees to their best Miami, Fla., customers, telephone calls and letters of appreciation began to pour in. Further evidence of this good-will has shown up throughout 1950—so much, in fact, that the Renuarts plan to use the same idea for Christmas this year. Here Lucien L. Renuart, left, vice-president of the two Renuart yards, and C. G. Nuckels are seen ready to deliver a truckload of Canadian spruce trees.



Year 'Round Good-Will

From Free Christmas Trees

DURING the first week of last December, about 1,000 customers of the Renuart Lumber Yards, Inc., Miami, Fla., received a letter with the following text:

"We wish to let you know that we will have a Christmas tree delivered to your home on or about December 19. This tree is delivered to you as a small token of our appreciation for your good will during the past year, for it is folks like you that make our business possible.

"As the Yuletide season approaches, may we convey our sincere wishes for the merriest kind of Christmas as well as a year full of good health, good cheer and much prosperity.

"In the years to come we will do our utmost to merit your continued confidence and it will always be a privilege to serve you."

The letter was signed, "Re-Nu-Art Lumber Yards, Inc." The stationery used was light green, with a colored scene of logs being drawn by horses through the snow in one corner.

According to Dennis Renuart, president and general manager,

customer reactions to this good-will gesture were gratifying. At least 20 per cent of those receiving trees expressed their appreciation by letters, greeting cards, phone calls, and personal appearance. By the second day after the delivery of the trees, these expressions of appreciation had begun to arrive in quantity.

For the Christmas tree presentations, the firm imported half a carload of trees from a Canadian firm that has been marketing them for nearly 70 years. They varied in height from three to 10 feet.

Each tree was tagged with a cardboard slip, giving the supplier's name, as an indication of its quality.

The trees were delivered to customers in the firm's own trucks. A salesman accompanied each truck for the "presentation" of the tree.

As the truck drew up to each customer's door with an assortment of trees, he was offered the size of tree he wanted—table or room type—with an attached wood standard for setting it up. With the tree, the salesman presented a

Christmas card attached to a calendar in a hand-addressed envelope, with best wishes for a merry Christmas and a happy and prosperous New Year.

The company feels that a greater sum of money, invested in the more usual media of institutional advertising, could not have gotten as good results in either publicity or good will. While this was the Renuart's first experiment with presents of Christmas trees, they are planning to use the same idea for Christmas, 1950.

The following copy of a "thank you" note, received by the Miami Shores branch, explains why the Renuarts feel that their efforts to build good will were successful:

"Thank you so much for the wonderful Christmas spirit you brought into our home yesterday. Thank you for the tree and the stand you so thoughtfully included. We are enjoying the large calendar and the little desk calendar with its touching 'Yuletide Prayer.' We truly wish the Renuart lumber yard employees a merry, merry Christmas and a prosperous New Year."

Merry's Christmas

Sweetens Customers with REAL HONEY!

THE PROBLEM of what—if anything—to give to regular customers, suppliers, and industry associates at Christmas has been solved by one thriving Georgia building-supply firm not by passing out quarts of whiskey, fat turkeys, pocket knives, or calendars. Not by having a grand cocktail party. But simply by sending these precious friends and customers 2½-pound jars of honey.

However, the secret of the success of Merry Supplies' Christmas gift is not merely the sending of a food that practically every household is bound to enjoy or appreciate. The secret of this Brian Merry activity—yes, the secret of his whole successful building-supply business in Augusta, Ga.—is due to the light-hearted showmanship with which he handles it.

Merry first tried the honey Christmas gift in 1948. It drew so many "thank-yous" and comments that he repeated again in 1949. He sent 1,300 2½-pound jars of honey to customers, suppliers, and friends in six states.

When the recipients received the square packages during the Christmas season, they opened them to find in the top of each box a little red-and-green booklet with

With gags, puns, and whimsy, this Georgia building supply dealer captivates homeowners and builders in the Augusta area. And his business continues to grow!

this warning: "Handle with Care! When you lift this booklet you will get a jar! It's Merry's Christmas, 1949."

This little booklet punned a lot about the making of honey by bees and quoted poetic and humorous notes from 1948 recipients. The copy was in the jovial spirit of that printed in red on the silver label attached to the honey jar itself. This copy read: "Merry's Christmas" . . . "You know—from Merry Supplies, Augusta. This honey comes from deep in the heart of the Okefinokee Swamp . . . Sincere Christmas wishes come from the hearts of everyone at Merry Supplies. Gathered by Bee Squadron No. 20464" . . . "It just wouldn't happen again in a thousand years! This is our telephone number, Merry Christmas!"

The lengthy Christmas greeting (in the booklet) was signed in 1949, as the year before, "Sincerely, the Old Man and the others at Merry Supplies, Building Material.



525 Fifteenth Street, Brian Merry, Cal Lauthner, Bill Watkins, Robert Watkins, Norma Ricketts, Mildred Mead, Quincy Terry, Willie Jackson, Grover Peebles, Earl Beard, George Walker, George Thurmond, Oliver Beard."

The fact that this personnel list included one more Negro deliveryman than did the one the year before indicated that Merry Supplies was still expanding in service, sales volume, and profits . . .



Originally used in Merry Supplies newspaper advertisements that attracted attention far and wide, the pictures on this page were reproduced in a 16-page 1x4-inch booklet that accompanied the Christmas jar of honey to customers and business friends. Under the "crime identification" photo appeared: "A lot of people thought the boss had gone off the deep end when he used this fake police picture in an ad. He was just trying to put over the Merry Supplies phone number—2-0464." The barber-shop scene at right carried this caption: "Bill Watkins, Warehouse Head, lets down his hair about Paragon Paint. Space will not permit our telling you all the good things Bill said about this swell paint." The trick picture at left was explained thus: "Merry Supplies isn't the only thing that's growing. Look at the boss' oldest son, Brian, Jr., pictured with his family. He has become quite a problem because of his size."



("We'll have to check with the old man concerning the truth of this!")

Speaking of expansion, SOUTHERN BUILDING SUPPLIES in its September '46 issue carried an article concerning the establishment of Merry Supplies, under the headline of "Architect Turns Building Supply Dealer Far from R. R. Track," and reproduced the site layout which included space and location for additional warehouses, sheds, and future expansion. However, Brian Merry's firm has not expanded much in these physical ways since erection of the original office-display and warehouse buildings. But their business has expanded volume-wise from \$100,000 in 1946 to \$500,000 in 1948. And this year it continues to climb.

This growth of Merry Supplies business is due as much, if not more so, to the unorthodox promotion and advertising methods of this dealer as it is to an era of great building activity. It is due to the highly personalized public relations program that is the major effort of Brian Merry in this enterprise. With gags, puns, and whimsy he captivates home-owners and builders in the Augusta trading area in newspaper ads, signs, and direct-mail pieces he thinks up, writes, and produces personally. In his efforts he combines some of the tricks and techniques of "Believe It or Not" Ripley, Circusman Barnum, Nightclubman Billy Rose, and Movie man Samuel Goldwyn.

For example, on October 31 he ran a vertical half-page advertisement in the two Augusta daily papers, headed "Good Stepladders, Too, Can Be Had at Merry Supplies." The only illustration consisted of a tricky photograph stringing down through arrowed text. It showed two Merry employees watching another hold a ladder on which another sat and held another ladder on which two others were straddled, one of which held another ladder with two other employees on it.

The lead paragraphs read, after the heading: "In fact, as Merry Supplies is on the up and up, it would seem odd if they did not sell some mighty good stepladders as well as extension ladders."

* Sometimes when the customer is in a hurry, we send the ladder out by special delivery. This is called a special delivery ladder. We hope you will forgive that ladder remark."

The men on and around the ladders were identified with quippy remarks. Other whimsical sales copy followed—all of which impressed on the readers that the Merry Supplies store was ladder headquarters in Augusta. And then this effective text:

"We want you to read about the Merry men on the ladders. They are on our trucks and in our warehouse . . . they, too, are salesmen and want you to receive the best building material with the best service you can get anywhere! Each one of these men is a real

part of Merry Supplies . . . somehow they seem to wear a Merry look.

"Remember—if you are concerned with getting up somewhere, ladders help! (then on logotype) Merry Supplies. Building Material. 525 Fifteenth St. The Happy Solutions."

People talk about Merry advertisements like that for days and days until . . . another somewhat zany ad follows. And new and old customers show up to parry or jibe with Brian Merry, himself, or Cal Lauthner, or one of the other Merry men and maids, but usually not without buying the advertised product or some of the 312 different materials and supplies that this dealer stocks.

In the display room and in the warehouse, customers find more evidence of the versatile, whim-

(See REAL HONEY page 24)



The huge neon silhouetted-letter sign that attracts traffic along Augusta's busy Fifteenth Street is the subject of frequent Merry Supplies newspaper advertisements. The close-up of the sign at left was explained in the Merry Christmas booklet in these words: "Norma Ricketts (that's her name right now) is shown working up in the air. She is changing her last name after the first of the year—but she'll still be here at Merry Supplies." Regarding the lower view of the sign: "Our big electric sign has caused a lot of wrecks and comments. We've used over 250 different slogans so far. We are grateful for the many compliments about our sign and flowers." Reproduced at right is one of the "calmer and saner" Merry Supplies ads in Augusta papers. Most of them are set up so much like "believe it or not" pictorial features that the newspapers have to carefully label text and illustrations, "Advt."

Merry Supplies a QUIZ about Paragon Paint

NOTE: For your information, Paragon Paint is sold only in the Augusta, Georgia, area. This quiz is for your own amusement.



2-0464



The Happy Solutions

THESE CHRISTMAS ADS Brought in Shoppers

CHRISTMAS shoppers usually are in a hurry and time is at a premium because they must crowd a million-and-one things into a normally busy schedule. Any time-saver is welcomed.

Aware of this condition, the Scruggs-Guhleman Lumber Company in Jefferson City, Mo., last

year saved shoppers much time by using large Christmas advertising space to list, show, and price individual items.

By bridging the gap between store and customer quickly and effectively, this building material dealer set new volume—and profit—records in the sale of hardware,

power tools, Christmas trees and lighting equipment, adult tool-chest ensembles, boys' wagons and bicycles.

Customers with a marked Scruggs-Guhleman newspaper ad pinned to their gift lists were a common sight in the hardware department.

LAST CHANCE!
HUGE SHIPMENT
FRESH CEDAR
CHRISTMAS TREES
CEDAR TREES



Price Reduced—Hurry to the store!
Christmas Tree, 6' to 8'—\$1.25
Christmas Tree, 8' to 10'—\$1.60

SCRUGGS-GUHLEMAN Lumber Co.
1001 N. 10TH ST. JEFFERSON CITY, MO.
PHONE 417

Last December turned out to be one of the best business months in the year for the Scruggs-Guhleman Lumber Company in Jefferson City, Mo. Why? Because they displayed and advertised merchandise that makes popular Christmas presents for all members of the family. The ads here are typical of a heavy schedule which paid off for this dealer. Note that prices and illustrations are clearly featured to expedite choices and purchases by busy shoppers. In another ad, this dealer promoted the sale of turkey roasters—6 to 24 lb. cap., \$1.19 to \$5.95.

For His Workshop... For Christmas
TOMLEE COMMANDER POWER TOOLS
• ALL BALL BEARING • 3 YR. UNCONDITIONAL GUARANTEE



DRILL PRESS
\$34.95



SANDER
\$14.95



JOINTER and PLANER
\$34.95



BAND SAW
\$34.95



7" BENCH SAW
\$34.95

ALL TOOLS OPERATE OFF 1-3 H.P. MOTOR \$15

SCRUGGS-GUHLEMAN Lumber Co.
HOWE DEPT. ON MCKARTY AT JEFFERSON PHONE 417

For Santa's
Toyland
- Come To SCRUGGS-GUHLEMAN Lumber Co.



TEDDY BEARS
12" High—\$2.95
18" High—\$3.95
24" High—\$4.95
30" High—\$5.95



HEAVY DUTY WOODEN WAGON
RUNNER TIRES
\$15.60



T-R-I-C-Y-C-L-E-S
\$3.75
\$14



COASTER WAGON
\$9.50
Medium size \$12.75
With Pneumatic Tires \$15.95
Medium size \$17.75
With Pneumatic Tires \$21.75

USE THE CONVENIENT LAY AWAY PLAN!

SPECIAL!
All-Steel, Rubber-Tired WAGONS
REG. PRICE \$10.50
SPECIAL FOR CHRISTMAS **\$7**

SHOP NOW
6 SHOPPING DAYS LEFT

Boys' Tool Sets
SKIL-CRAFT
\$8

Christmas
TREE LITE SETS
90c
Plenty of Extra Bulbs

Ranch Outfit
1 1/2 High Top Boots
• Gun & Shotgun
• Canteen
• Hat
• Saddle
\$5.25



TOOL CHEST
\$34.95
As Shown in Window Display

SCOOTERS
Sturdy Built With Pneumatic Tires and Kick Stand—Only \$4.95
Medium size \$3.75
Small size \$2.25

For Bicycles, Tricycles
GOOSE HORN
98c

SCRUGGS-GUHLEMAN Lumber Co.
HOWE DEPT. ON MCKARTY AT JEFFERSON PHONE 417

ANNUAL Christmas BONUS

Helps Hold Personnel

Washington millwork firm has used annual Bonus Plan for 18 years. Now it is setting up a special Health and Welfare Fund

FOR 18 YEARS an annual employee bonus plan has attracted more highly skilled personnel and effected greater stability of employment for the Washington Woodworking Company, Inc., in the nation's D. C. capital.

According to the company's secretary, Joseph L. Duvall, the annual bonus — which covers everyone from the top estimators through the yard helpers—has proved an incentive to greater productivity with a resulting greater volume.

Paid during the Christmas season, the employee bonus is no fixed amount but is based on the profits of the Washington Woodworking Company, Inc., which specializes in architectural millwork such as panels, doors, windows, cabinets, fixtures, and other items. The annual bonus may be up to 10 per cent of an employee's yearly salary, depending upon his value to the company and the amount of profits for the year.

The highest bonus awarded last year was \$300, which went to an invaluable skilled craftsman. Most of the bonuses in '49 ranged between \$50 and \$100.

Secretary Duvall insists that the bonus has attracted a fine type of employee, who feels that his highly trained skill and steady effort will be appreciated and rewarded by this millwork firm.

"We have had practically no turnover," Duvall explains. "Many of our 60 employees have been with us over 25 years, and a few skilled craftsmen are 30-year veterans! The average length of employment for all 60 workers is 15 years."

Last June, the Washington Woodworking Company, Inc., in-

augurated further benefits to its employees with the establishment of a Health and Welfare Fund. Covering 45 mechanics and craftsmen, the cost is stood completely by the firm.

Six cents for each working hour of employee-members is paid quarterly by the company into this Health and Welfare Fund. The employees do not contribute a cent to it.

Representatives of the area's millwork plants and the Carpenters District Council are working out the scale of benefits to employee-members during periods of protracted illness, and for hospitalization and medical care.



Raymond Ragan, skilled craftsman in the millwork plant of the Washington (D. C.) Woodworking Company, Inc., is seen above as he received his 18th annual bonus check last Christmas season from Raymond W. Sim, president of the firm. Ragan has served with the woodworking company in the nation's capital for over 35 years—and is anticipating another substantial bonus check this December.

Officials of the Washington Woodworking Company, Inc., expect these additional benefits for their personnel to result in more contented employees and more efficient production and quality workmanship.

WITH REAL HONEY!

(From page 22)

sical mind of the ex-architect and ex-Army engineer who has such a Merry time with this business. Callers recognize especially the truth of one of the warehouse signs that are admitted to be REMINDERS. This sign boosts "MINERAL SPIRITS - PATCHING PLASTER" with this meaningful salespoint: "Our Mineral Spirits are the Only Spirits around Here that are Low."

Another colorful warehouse sign states in red: "Water Cooler Below"; and in green: "Warm Greeting All Around." Still others bear these strong reminders and whimsical salespoints:

"Mantels - R.O.W. Windows - Plywood - Doors - Louvers. Our doors are good doors. Not an evil door in the House."

"We carry a complete line of

paints—in fact our paints are so good they almost carry us."

"GLUE - ACID - WOOD FILLER. Our glue really sticks with our customers."

"Sandpaper - Corrugated Fasteners. We'll Have to Admit It—Our Sandpaper Is Pretty Rough."

"Ladders—Disappearing Stairs—Screens—Hardware—Roofing. Our ladders have rung a lot of friends."

"Putty—Plastic Wood—Alcohol. Our Alcohol is 'Methodist'—for External Use only."

"NAILS - TIN CAPS - WIRE BRADS. Western Union is jealous of our Wire Brads!"

"REMINDERS: Forget something?"

Such humorous signs and greetings from the personnel will make the bluest of customers drop by and buy from Merry on rainy Monday mornings. They like to trade with a dealer who took the time and trouble to send along,

with the jar of honey at Christmastime, a second little book entitled "Behind Our Merry Front There Is a Serious Side," which was pinned on these fundamental declarations:

"Merry Supplies isn't a one person outfit. We pull together and, if you think we occasionally have had some fairly good ideas, we

want you to know that all of us have shared in helping make this business successful. . . .

"Success is not always measured in bigness. We like to think that success means that our customers are our friends because our prices are fair and they like our service; that employees have a sense of security and that we have a real

part in the constructive development of our city and the area in which we serve."

Such philosophy translated humorously into action has made Merry Supplies "one of the big three" dealers in Augusta in five short years. No wonder A. Brian Merry considers "Augusta, the best town in all the land!"



Christmas Displays Pull in Memphis

The illuminated, silhouetted Christmas village scene atop the modern store of the Best Lumber and Hardware Company in Memphis, Tenn., was one of that city's outstanding Christmas displays last year. It attracted much attention and comment.

And the appealing displays of gift-type merchandise inside the store beckoned passing shoppers and prompted many to buy. Inside decorations carried out the Yuletide motif.

Located right inside of the left-side entrance, the revolving fireplace-mantel display, seen at right, won a lot of admiration and not a few purchases. The table appliances and hand tools in the background, the guns and doggy house sign in right foreground, all became answers to many shoppers' dreams and schemes.

The Best store is located at 3155 Summer Avenue in Memphis.



**Veteran Alabama
dealer recommends**

Five Steps to CONTROLLED CREDIT

A CREDIT POLICY that has resulted in not a single loss in 43 years of operation is the enviable record of the Dilworth Lumber Company in Huntsville, Ala. Since 1907 the company has followed a financing formula which has necessitated only one court action to recover an unpaid obligation.

W. P. Dilworth, owner of the company, is regarded as the dean of building supply dealers in north Alabama. Credit sales account for a major part of his volume. In nearly a half century of successful operation, he has helped many hundreds of local wage earners, salary earners, and farmers to build and own their own homes.

Although Dilworth is as willing to sell for cash as the next dealer, he declares that there is no business measure so profitable as the right kind of credit—"controlled credit," if your please.

According to Dilworth, "controlled credit" means that credit is not extended until—

1. The applicant's bank standing is checked.
2. His ability to pay determined.
3. The title to property offered as security is investigated.
4. The character of the applicant is found satisfactory.
5. The size of the loan has been pared to fit the applicant's overall financial condition.

Only if the applicant rates 100 per cent on those five requirements does he get a Dilworth loan. This sort of careful, controlled financing accounts for the unusual success of Dilworth's credit program.

"We never let a credit customer overbuy," says the Alabama dealer. "By consulting with the customer regarding the regularity and size of his income and by making independent inquiries we often prevent the customer from

saddling himself with too large a loan."

Dilworth aims to help people own their own homes—not to take them away. The firm accepts only first mortgages as security. But they occasionally find that the applicant has not mentioned or is unaware of some small claim on the property which prevents the company from getting a first mortgage.

What the firm does in this case is illustrated by Dilworth. "Take the recent case of one of our farmer customers. He wanted about \$3,000 worth of material to improve his farm buildings. He offered us a first mortgage on the property as security for the required material. We asked the farmer to bring his deed to our office. Our attorney investigated the title and found that there was already a first mortgage on the property in the amount of \$100.

"After we were satisfied that the customer would perform on his contract with us, we decided to advance him the money to cancel the first mortgage, and we added the

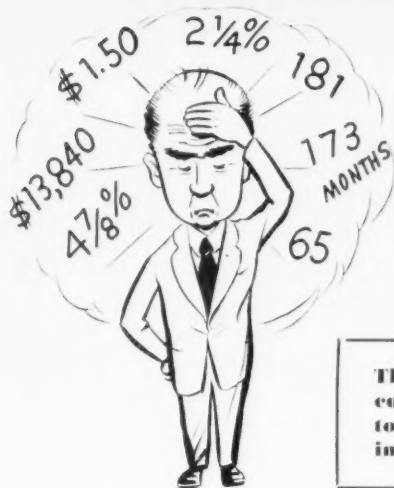
(See CREDIT POLICY page 60)

In taking the five steps that control material and property credit safely and profitably for his 43-year-old Dilworth Lumber Company in Huntsville, Ala., W. P. Dilworth, Sr., finds a telephone invaluable and his old roll-top desk handy to store records. He is seen above at the 'phone. At left he checks a credit application with his son and grandson, W. P. Dilworth, Jr., and III.



How Business Proprietors Are Covered in

NEW SOCIAL SECURITY ACT



—By S. HERBERT UNTERBERGER*

The business proprietor and his dependents are covered by the new Social Security Act. Benefits to those formerly covered are increased, lessening the need for private employee pension plans.

BEGINNING JANUARY 1 business proprietors will be covered by the Social Security Act. They will have to pay a Social Security tax on their incomes, and they and their dependents will become eligible for old age and survivor's benefits.

For the years 1951, 1952, and 1953, the tax will be $2\frac{1}{4}$ per cent of the first \$3,600 of net earnings from self-employment. For those who generally make more than \$3,600 per year—and this includes most established business proprietors—the tax would amount to \$81 a year for the first three years.

This new tax will be payable together with the individual's final income tax return. The first payment will be due, therefore, by March 15, 1952.

For the following six years, the tax is scheduled to go to 3 per cent, or a maximum of \$108 a year. Thereafter the law calls for further increases up to $4\frac{7}{8}$ per cent by 1970. However, these higher rates may never become effective. Formerly, the Social Security Act also provided a series of tax-rate

increases. But, practically every time one was due, Congress stepped in and postponed it.

The original Social Security Act was designed to benefit employees exclusively. Nevertheless, some businessmen valued its benefits so highly that they incorporated their businesses in order to assume the status of employees and thereby be covered by the law. For them the tax was and continues to be a total of 3 per cent. But under this new provision, persons who operate their own business, either individually or in partnerships, will receive the same benefits but their tax will be one-fourth less—only $2\frac{1}{4}$ per cent.

This is what the self-employed businessman will get for his money. If he retires at age 65 or thereafter, he will be entitled to a monthly pension for the rest of his life, equal to 50 per cent of the first \$100 of his average monthly taxable earnings plus 15 per cent of the next \$200. The law calls this his "primary insurance amount." For the businessman who makes at least \$3,600 each year, his pension will amount to \$80 a month.

In addition, his wife will also be entitled to a monthly pension at age 65 for the rest of her life. This will be equal to half her husband's "primary insurance amount," or an additional \$40 a month. If her husband dies, she will receive three-fourths of his "primary in-

surance amount" or \$60 a month as long as she remains unmarried.

To qualify for this Old-Age Insurance at the age of 65, a self-employed businessman must be covered for at least six calendar quarters. A person who begins to be covered on January 1, 1951, could, at the earliest, begin to receive benefits for the period beginning July 1, 1951.

Let's see how this works out for a typical business proprietor. Suppose he is 40 years old when he is first covered by the law on January 1, 1951, and his wife is 38 years old. If he continues to earn at least \$3,600 each year, by the time he is 65 and ready to retire he will have paid in Social Security taxes between \$2,025 and \$3,429 depending on whether the tax rate rises—and how rapidly it rises.

According to the mortality tables generally used when calculating the cost of pensions, a man age 65 is likely to live approximately 14 years and 5 months, or 173 months. If he retires at 65 he will be able to draw a total of \$13,840.00 in pensions.

His wife at age 65 is likely to live approximately 17 years and 7 months, or 211 months. She doesn't get to be 65 until two years later. At that time she begins to draw \$40 a month for 149 months during her husband's life and then she draws \$60 a month for the rest of her life. (See SOCIAL SECURITY page 68)

* The author is director of research for the Labor Relations Information Bureau, Washington, D. C. Also author of "Operating Under the Taft-Hartley Act", he has held key counseling posts with affected federal agencies.



Making Big Sales To "Little" Buyers

By L. H. HOUCK



NO MATTER how small is a customer's purchase from the Sanders Brothers Lumber and Supply Company, he gets the "big order" treatment.

"Everyone in the selling game knows the importance of courtesy, but we try to be so helpful to anyone who buys even a package of screws that he almost feels obligated to buy from us again," says Roy L. Sanders, manager of the Miami, Okla., yard.

Typical is the woman who telephoned 10 minutes before closing

time and asked to have a ton of sand and six sacks of cement delivered before the next morning. The trucks were put up. The yard men were washing up. But Sanders told the woman they would deliver.

When the driver returned, he reported that the construction involved a sizable job—and that the customer had given their firm the order for the other materials because they had delivered the first purchase in time for the workmen to get an early start.

Another customer called to have

one two-by-four-by-eight delivered—obviously a profit-absorbing request. But Sanders Brothers delivered. The next day the man bought enough lumber to remodel his home and build a back porch.

"Many of our regular customers started out buying only a 10-cent can of paint occasionally," Sanders says. "But through the years we have become their building supply dealer and they look to us for help with any construction problem." These customers tell their friends of this service.

The firm's first store was opened in Cardin, Okla., in 1941. Paul F. Sanders manages this branch now.

The father of the two brothers and founder of the firm is F. J. Sanders, who has been in the retail lumber business nearly 40 years. His penchant for utmost courtesy to every customer—and particularly the small buyer—amounts almost to a fetish, but it has made many friends for his business. He has instilled his sales theories thoroughly in his sons.

No Sanders customer ever worries about taking up the time of a salesman. All sales personnel are instructed to treat customers with respect and interest regardless of

(See "LITTLE" BUYERS page 60)



Time and time again, courteous help with a small order has resulted in customers returning to the Sanders Brothers Lumber Company to buy materials for a complete construction job, according to Roy Sanders, taking down an order in the picture above. Regardless of the time of day, if there is a truck driver available, this Miami, Okla., firm will deliver. Sanders feels that this extra attention is responsible for the fact that his sales volume has risen monthly since the store opened three years ago.



ALUMINUM WINDOWS *go up in Dixie*

THE DEMAND for—and acceptance of—aluminum building materials was greatly accelerated by World War II. The output of aircraft, utensils, and other products of aluminum—and their use—caused millions of Americans to come in close contact with this marvelous metal and to observe its advantages first-hand.

Metal fabricators and manufacturers of metal products found out how easy it was to make things of aluminum. And so hundreds of war production plants were transformed after Hiroshima to the manufacture of aluminum products for myriad uses in homes, transportation, and industry.

The satellite among the aluminum building materials has become the aluminum window. No national figures are available to indicate the production or consumption of these metal windows in comparison with wood and steel units. But it takes only a ride around any growing city to observe many new installations of aluminum windows in residences, apartments, and commercial buildings . . . or to find building material dealers who are displaying

and advertising aluminum window units.

Some figures from U. S. Department of Commerce surveys of characteristics of new dwelling units started in the third quarter of 1949 indicated trends that seem to be growing in the third quarter of this year. The figures are for

Miami, Fla., Dallas, Tex., and Atlanta, Ga.

The Miami survey showed that 18 per cent of the one-family houses started in that Florida metropolis last fall had aluminum windows. Of the five-or-more family structures, 59 per cent had (See ALUM. WINDOWS page 70)

That homeplanners, homebuilders, and architects want and will buy aluminum windows is evidenced by the business of an Atlanta building supply dealer. Every week or so when the Sanders-LeCraw Company runs the ad shown at right in the Atlanta newspapers, Ed Westlake, "the Window Man," hangs on the phone most of the day answering inquiries, taking orders, and listing prospects. His enthusiasm for aluminum windows as "your best buy for a lifetime" helps his firm to sell up to 1,000 aluminum windows a month. The Southern brick home, above, is equipped with aluminum windows.



Beautify YOUR HOME WITH
LIFE TIME ALUMINUM WINDOWS

**CALL
ED WESTLAKE**

"The Window Man"
For Free Design Service
HE. 3396
Night Phone VE. 0957



1. Casement Type



2. Picture Window



3. Double Hung



4. Awning Type

ALL SIZES

SANDERS-LECRAW COMPANY
714 Hemphill Ave., N. W. HE. 3396
(2 Blocks North of North Ave.) We'll Deliver

No. 2 on Packaged Window Units



Popular Home Show Sponsored by Dealer

By H. G. MATTHEWS

NATIONAL HOME Week means much more to the Seth Lumber Company than an opportunity to promote building material sales. As sponsor of the Lincolnton (N. C.) Home Show, it has made the town's 4,500 citizens and other Lincoln county residents feel that they really are a part of National Home Week.

Gordon L. (Shine) Goodson, president and manager, introduced the Home Show idea and observance of National Home Week to Lincolnton in 1949. Until that time, his firm had done little contracting and no speculative building. "We were more or less pushed into the contracting field since there were no builders in the county," Goodson asserts.

And judging from the comments of the attending crowd, the local citizens really appreciated getting to see the new homes, completely decorated with the latest in home furnishings that make them look like a page from *Better Homes and Gardens*.

"In fact, one of the most important reasons for the success and good-will of this small-town exhibit is that many people get to see the homes who would not have time to dress and go to a

larger city to see a Home Show," Goodson says. "Most people really enjoy going through a new home—especially the women, who are responsible for most of today's buying and remodeling."

One of the two homes shown was built and sponsored by the Seth Lumber Company; the other by a local man who has started speculative building on a small scale.

Both homes were decorated by a local furniture company. Decorations were complete from the silver and linen on the table to the nick-nacks and plants in the open shelves that divide the dining area from the entrance. By the time Home Week arrived, the grass was up and the shrubbery had begun

(See HOME SHOW page 62)

Mrs. Betty Goodson (in flowered dress), wife of President G. L. Goodson of the Seth Lumber Company, acted as hostess for the company-sponsored National Home Week. The top picture shows the dining area, separated from the entrance by open shelves and a built-in cabinet space. The modern living room walls, paneled in wood, featured recessed shelves on each side of the fireplace.

★

About 2,000 persons visited this model home in Lincolnton, N. C., a city of 4,500 residents, during National Home Week last month. Sponsored by the Seth Lumber Company, the event was started in 1949 and resulted in the company's successfully entering the speculative building field. The larger crowds came at night, as seen below.



SOUTHERN BUILDING SUPPLIES for OCTOBER, 1950

Slashing Demurrage Costs

WITH "WARTIME" demurrage rules and higher rates again in effect, lumber dealers have two good reasons for expediting the movement of freight cars and keeping tabs on them coming and going.

One is that the faster cars are loaded or unloaded with materials, the more loads precious freight cars can handle and the quicker customers can be supplied the materials they need.

The second reason is that demurrage charges add up mighty fast and it's easy for the shippers to make errors in billing them. So a reliable record system of freight-car movements is important in controlling demurrage costs and keeping them down.

One lumber dealer which has a practical record system that is "saving hundreds of dollars a year" is the Skyline Lumber Com-

pany in Roanoke, Va. The "secret" of this system is simply a rubber stamp.

As the copy of its impression below shows, this stamp (approximately 3½x2½ inches) provides for the freight Car No., Shipper, Contents, Seals, Road, Placed date and hour, and Released date and hour.

In their "spare time," Skyline personnel stamp up 4½x7-inch memo pads that are furnished free by suppliers—with reminder advertising, of course. Then, as cars of material arrive for unloading, a

A simple record system built around a rubber stamp helps the Skyline Lumber Company in Roanoke, Va., to keep track of freight-car arrivals and releases. The impression of the stamp is reproduced below with complete information included as a check against demurrage charges of shippers. After a slip is completed on each car, the information is recorded in a durable ledger by the office clerk, as shown above.

warehouse or yard man fills in the essential information, being most particular in writing the date and hour of placement.

After the cars are unloaded and released, the date and hour are carefully recorded. The slips are large enough for the Skyline handler to make notes of breakage, misgrading, omissions, or other irregularities in connection with the shipment. This information is helpful in making adjustments with suppliers and shippers.

The completed slips are promptly turned into the office where the bookkeeper uses the stamp in recording their information in a durable ledger that serves as a permanent record. The single slips are bundled up in the order they are recorded and placed in the vault for a year or so for emergency reference.

E. R. Woolridge, treasurer of the Skyline Lumber Company, declares that this system frequently helps his firm to avoid undue demurrage charges. In addition, it helps to make the case for adjust-

(See DEMURRAGE COSTS page 60)



Car No.	77-358614
Shipper	Steel City Lumber Co.
Contents	Lumber + Clogs
Seals	183578
Road	NY
Placed	9/18/50
Released	9/24/50

T. A. S. A. D.
2122 P.M.



WAR'S END in Korea, which was imminent as S*B*S went to press, will not mean an end to defense measures and mobilization plans. Far from it, the drafting of manpower, inauguration of controls, and increased tax levies will test the nation's strength as she lives up to her restored position of international leadership.

A middle-of-the-road administrative view of the shape of things to come was reflected by U. S. Secretary of Commerce Charles Sawyer in an address before the Association of National Advertisers in Chicago, Ill., on September 27. Asserted Sawyer:

"Those who think that the end of this present emergency will relieve us of concern for the future are victims of self-delusion; those who fear that the imposition of controls will rob us of our liberties are poor appraisers of the quality of liberty, or lack of it, which will be forced upon us if we fail in this undertaking of self-discipline.

"The National Production Authority is now under way, but the great bulk of activity, of course, lies ahead of it. We have only begun the task. Our first order was a so-called 'inventory control', the purpose of which was to prevent unreasonable accumulation of inventories beyond the normal requirements of business.

"Other orders will follow shortly. We are making every effort to impose as little hardship as possible upon business, but where it is necessary we will not hesitate to impose it. . . .

"It is completely unrealistic to assume that after a brief interval the problems we now face in Korea will be ended and we can go back to 'business as usual.' The chips are down. The use of this phrase indicates a game or a gamble. When you gamble you take some chances; but it is our job to lengthen the odds in our favor. We want better than a gambler's chance to

make secure the future of America and the future of civilization.

"It is about time that all segments of our economy stop thinking about what they can demand and think about what they can give to save themselves and all of us from an unpleasant fate. Not only as groups, but as individuals, this theory must apply. It must apply in connection with prices, wages, and hoarding.

AS SOON AS the current spiral round of salary and wage increases is completed, the Korean campaign is wrapped up, and the November 7 elections determine the party flavor of Congress, new and tighter controls are destined to be applied. These will include: Further tightening of instalment terms, particularly on length of maturities.

Shorter maturities and larger down-payments on new civilian construction of homes, commercial and industrial buildings.

Formal use of material allotments, inventory requisitioning, and priorities.

Draft will be speeded up, with married men under 26 losing their exemption and war veterans rating deferments.

The price-wage control machinery will be oiled up for a trial run in some critical industries.

Strike injunction power will be readied to avoid potential production interruptions of the defense machinery.

The reason for all this is that the U. S. defense and mobilization program will just be getting warmed up good this winter, heading for the Year of Decision between Soviet Russia and the United States. This will be when Russia considers her defense against American "A" bombs adequate and/or when the Allies feel they can crush Russia's air and land power.

Defense appropriations for the current fiscal year total \$30 billion, but subsequent years may see this sum shoot to \$50 billion. Military

manpower is planned to reach three million—needed to man 15 Army divisions, 58 Air Force groups, a Navy with 27 carriers, and a 170,000-strong Marine Corps next year.

GOVERNMENT planning here points to a program calling for less than 1,000,000 housing starts in 1951, barring a greater war emergency. Against this year's fast pace of 988,300 new units begun in eight months through August—which could result, even with the brakes on slightly, in a record of at least 1,250,000 housing starts for the year—a cut of a third or so seems drastic.

However, only in 1949 has the industry previously exceeded the 1,000,000 start mark. The total last year reached 1,025,100, compared with the former record of 937,000 starts in 1925.

In a statement on September 26, Tom Coogan, president of the National Association of Home Builders, declared that "the booming housing industry is no longer booming." He explained that "following a quick flurry of activity after the July 19 credit curbs, there has been a drastic curtailment on applications for new homes at the FHA and VA field offices throughout the United States. The drop-off is around 50 per cent."

NRLDA's Executive Vice-President H. R. Northup pointed out that "too many lenders have exaggerated ideas of the extent and duration of the recent shortages of certain materials. As a result, builders report that construction loans are almost impossible to get in any communities, although no one yet knows the extent to which credit restrictions already announced may have affected future intentions to build.

"There is every indication that surpluses of many materials will start to develop as soon as the seasonal decline in building activity sets in this fall, and the U. S. Department of Commerce has estimated that there will be enough materials next year to permit the total volume of new construction to reach or exceed the 1949 level of \$20 billion."

CONGRESS is expected to pass a new bill on excess-profits taxes when it returns to work after Thanksgiving. Several tax-influential members of the Senate are said to favor taxation of cooperatives in this period of defense and inflation.

NEWS *of the* MONTH

Supply Outlook Is Brighter for Uncertain Market, Producers Told

THE "DESPERATE NEED for the government to spell out publicly, in as much detail as possible, what its requirements of the building industry will be in 1951 if international conditions do not worsen" was voiced by Walter E. Hoadley, Jr., economist of the Armstrong Cork Company, at the annual meeting of the Producers Council in New York City September 28.

Hoadley declared that "in the absence of such an announcement, cutbacks in building plans easily could be too severe for the good of all concerned."

Other principal speakers at the producers' annual two-day conference included Dr. Edwin G. Nourse, former chairman of the President's Council of Economic Advisors; James M. Ashley, president of the Producers Council, and John Dickerman, legislative director of the National Association of Home Builders.

In making his case for government pronouncement of building policy and needs, Economist Hoadley said:

"Uncertainty now overshadows demand in the construction field. In view of conflicting public announcements and threats of intensified controls, present building plans almost assure reduced building operations during at least the first half of 1951.

"If all-out war is avoided, the demand for building materials for residential construction next year should be high, although perhaps 10 to 25 per cent under the 1950 level.

"The expected slow-up in building later this year and in at least the early months of 1951, should reduce some of the pressure on building material supplies. Existing inventories are very low, and a crucial question is whether manufacturers and distributors will be justified in stock-piling items wherever possible in view of the uncertainties regarding building next year.

"There is grave danger of undermining this critical industry if government and private business plans are not kept very flexible in the months and years ahead."

Next year will probably see a homebuilding volume of between 600,000 and 800,000 units if our present military involvements are not expanded beyond those now contemplated, NAHB's Legislative Director Dickerman predicted to the Producers Council.

"That estimate is based partly on the basis of what we understand to be the aims of the government, and its desire to maintain a full economy, and partly from information we have gathered from our members," Dickerman said.

"Today, builders are being beset by two difficult problems, shortages of building materials and of interior construction credit.

"Shortages in construction money are in no small part due to lenders' fears that builders cannot complete houses due to materials shortages and, secondarily, to the lenders' natural conservatism in the face of an uncertain future and requests by government agencies that their extensions of credit be curtailed. Material shortages are, of course, chiefly the product of a tremendously expanded volume at this time.

"We are confident that with the reduction in starts which will undoubtedly occur during the next month or two, the materials shortages will be greatly eased. With the improvement in the building materials situation, costs may adjust themselves to permit larger operation under the July 1 cost freeze imposed by the government agencies than may now be contemplated by many builders."

The housing industry seems sure to be an important casualty of the defense production program and its economic controls, Dr. Nourse asserted in his luncheon address before the manufacturers.

"Life has been good to you for

some time past, and Uncle Sam has been even better," Dr. Nourse said. "It is a plausible guess that the factors supporting your market were already reaching a waning phase. Now, credit restrictions, materials allocations, smaller consumer incomes after taxes, and an interruption to family formation all conspire to release some of your capital, some of your manpower, and some of your directive talents to other places of service in the warmed-up war effort.

"It is my guess, from where I sit on the sidelines, that right after the election, if not before, we're going to have a set of controls—except wages—that will reach wartime proportions.

"If these hit directly at the control of manpower, materials, and credit and do it fairly, drastically, and skillfully, they can do considerable good. When they try to go selectively, timidly, and sentimentally into the delicate machinery of the price system, including wages and profits, they will disrupt markets and disorganize production to an extent that appalls one. The labor force required to man the control machinery will further complicate the basic problem—maximum production."

Although the physical volume of new construction this year will set an all-time high record, the amount of private building has not reached the rate attained in 1926 and 1927, President Ashley reported to the Producers Council's board of directors. He said that the new record being set this year is the result of large gains in housing and public works.

"Industrial and commercial construction activity has been well below the records set in the middle 1920's," he added.

"To supply the record-breaking demand for building products this year, manufacturers have been producing materials and equipment at the highest rate in history, with production in the last several months running around 75 per cent greater than in the period preceding World War II.

"The output of some building

products, including cement, structural steel, plywood, gypsum board and lath, and warm air furnaces, has increased 100 per cent or more during the last 10 years in response to the greater demand.

"The temporary shortages of some materials, resulting from the unprecedented and totally unexpected increase in residential construction, should be eliminated in a relatively short time. Housing construction already shows signs of dropping off as a result of the emergency credit restrictions and other factors.

"As of the present, there is every reason to believe that officials in Washington intend to encourage a healthy volume of construction alongside the defense program, in order to maintain a balanced economy and to sustain employment in the nation's largest non-agricultural industry.

"There also is every reason to believe that the materials supply will be sufficient to meet all requirements unless the defense production program is accelerated beyond present schedules."

Quotation Forms for Red Cedar Shingles

Latest service by the Red Cedar Shingle Bureau, Seattle, Wash., is a uniform Quotation Form that is offered free in quantities to all manufacturers, wholesalers, commission salesmen, and retail dealers selling Western red cedar shingles.

Printed on 8½x14-inch mimeograph paper, the form is unique in that it combines on one page blanks for individual current quotations of various grades and sizes of red cedar shingles. It also includes a digest of each grade and type of shingle, together with a telegraphic code word for use in expediting orders of each.

In announcing the new uniform Quotation Form, W. W. Woodbridge, manager of the bureau, explained: "We have sensed a growing need for a standardized pricing sheet, particularly in recent years in the sections of the United States where the acceptance of red cedar shingles has grown rapidly. There is absolutely no intent or possibility of these forms being used in price fixing or stabilization of prices. They are offered free to anyone who can use them because we believe they will be a definite service to anyone quoting prices to the trade on our wood products."

SWA Woodwork Promotion Group to Consider Tie-In with AWWI Program

THE WOODWORK Promotion Committee of the Southern Woodwork Association will report on the possibilities of that architectural millwork organization participating in the Quality Seal woodwork promotion of the American Wood Window Institute at SWA's annual meeting in the Henry Grady Hotel in Atlanta, Ga., October 25-26.

Members of the SWA committee, headed by J. J. O'Neill, of Rome, Ga., conferred with the American Wood Window Institute's board of directors at a meeting in Memphis, Tenn., September 22, on the prospect of establishing some quality standards for custom woodwork that would carry the AWWI Seal of Approval.

It was suggested that such a woodwork promotion program might be undertaken and tested by the SWA members before proceeding further with the Woodwork Promotion Committee's original objective. This is to spearhead a national joint meeting for an industry-wide promotion of woodwork for construction without regard to specie or source.

An invitation for the SWA committee to meet with the institute's board was extended by Erle G. Racey, of Dallas, Tex., promotion counselor for the American Wood Window Institute at the committee's third meeting, in Atlanta on September 8. At that meeting, Racey traced the research and development that produced the current AWWI wood window promotional program in several Southern cities.

Other guests present were H. C. Berckes and W. H. O'Brien, secretary-manager and trade promotion manager of the Southern Pine Association; C. A. Rinehimer, an official of the Millwork Cost Bureau and a special architectural millwork manufacturer in Elgin and Rockford, Ill.; Richard B. Wand, publisher of the *Southern Lumber Journal*, and Donald L. Moore, editor of *SOUTHERN BUILDING SUPPLIES*.

"Chick" Rinehimer commended the SWA committee for having undertaken this activity. He expressed the hope that architectural woodwork manufacturers in other sections would establish regional associations like the Southern Woodwork Association, and that these groups would set up a national council for the good of the industry.

The SPA officials told the committee of past experiences of the lumber manufacturer associations on wood promotion and of ways the Southern Pine Association might join in the program.

The SWA committee reviewed replies to its circular letters of July 14 and August 5 proposing a nation-wide meeting to develop ways and means of reclaiming the markets for woodwork wherein wood has proved its superiority. A total of 173 firms returned reply cards approving the idea or wrote letters expressing interest and urging such a meeting. Of the 173 respondents, 107 said they would attend and 66 gave various reasons why they could not attend, but approved the idea. Fifty expressed a preference for Chicago as a place for the proposed wood promotion congress; 27 specified Cincinnati; 18 favored New Orleans, and 12 said "anywhere."

The SWA Committee reviewed mail reports on the Joint Wood Window Promotion Program that was to be launched later last month by the Western Pine Association, National Woodwork Manufacturers Association, the Ponderosa Pine Woodwork, and individual manufacturers.

The Woodwork Promotion Committee of the Southern Woodwork Association, explained Counselor J. G. Rowell, is "of the opinion that any well conceived and ably managed promotion of wood products is worthy of consideration by all persons engaged in the manufacture or distribution of stock millwork, as well as the manufacturers of special architectural millwork.

"However, our group believes that a unification of all such efforts into one well-financed national program without reference to specie and directed primarily to the prospective home-owners and architects is more desirable because it would be more effective."

In addition to Chairman O'Neill and Counselor Rowell, the committee includes William L. Otis, Columbia (S. C.) Lumber and Manufacturing Company; F. L. Lancaster, Augusta (Ga.) Lumber Company; M. D. Ebert, Gate City Sash and Door Company, Fort Lauderdale, Fla., and R. W. Block, National Woodworks, Inc., Birmingham, Ala.

First Industry Rules of Defense Production Act

INSTALMENT CREDIT AND INVENTORY PROVISIONS SUMMARIZED, EXPLAINED

ENACTMENT of the Defense Production Act of 1950 early last month immediately brought credit and inventory controls applicable to the retail building material dealer, requirement for preservation of certain records, and organization within and outside existing federal agencies that spells regulation and red-tape in mobilizing the national economy for defense purposes.

The Defense Production Act itself consists of seven titles, three of which will expire June 30, 1951, unless previously extended by Congress. These titles cover (IV) price and wage stabilization; (V) settlement of labor disputes, and (VI) control of consumer and real-estate credit.

The other four DPA titles, which will run until June 30, 1952, unless previously extended by Congress, cover (I) priorities, allocations, and inventory controls; (II) authority to requisition equipment, supplies, materials, or facilities for defense emergency purposes; (III) expansion of productive capacity and supply, and (VII) general provisions and definitions covering the other six titles.

The first Executive Order (10160) issued by President Truman after enactment of the Defense Production Act provided for the preservation of records as "an appropriate basis for action under Title IV" of the act.

This order calls for "every person who sold or delivered goods or services, or offered them for sale or delivery in the course of trade or business during the period from May 24 to June 24, 1950," to preserve all his records for the period relating to the prices received or asked for such goods and services, and the labor, material, acquisition, and other costs incurred in connection with such goods or services.

In his second Executive Order (10161) relating to the Defense Production Act, President Truman delegated functions to the several cabinet administrative departments. Stuart Symington, chairman of the National Security Resources Board, was designated to coordinate the functions of the several departments and agencies delegated by the order.

To administer priority, allocation, and inventory controls and other provisions of the Defense Production Act delegated to the Department of Commerce, Secretary Charles Sawyer established the National Production Authority. He appointed AT&T's William Henry Harrison as administrator of the NPA.

Sawyer announced that "the new agency will be responsible (1) for determining requirements of materials needed to maintain national defense, the civilian economy, and established foreign policies of the U. S.; (2) for formulating and executing policies and programs by which the American economy may meet these requirements."

Harrison immediately issued an inventory control regulation affecting important materials "in short supply." This NPA Regulation 1—the current counterpart to World War II's PR-32—limits to a "practicable minimum working inventory" the quantities of various metals, minerals, chemicals, building materials, textile materials, rubber materials, and forest products that can be ordered, received, or delivered.

Only ultimate consumers buying for household or personal use are exempted from the inventory regulation. The building materials controlled include portland cement; gypsum board and lath; all sorts of lumber except hardwood flooring, railroad cross ties, and mine ties; all softwood plywoods.

Administrator Harrison explained that "the purpose of the order is to make clear that national interest demands there be no accumulation of materials beyond what is needed for immediate production and that it is the responsibility of both the purchaser and the supplier to assure that the spirit of the order is lived up to."

He pointed out that "practicable minimum working inventory" is defined in the regulation as the "smallest quantity of material from which a person can reasonably meet his deliveries or supply his services on the basis of his currently scheduled method and rate of operation."

Effective September 18, Consumer Credit Regulation "W" was

reinstated by the Federal Reserve Board as a step in executing the Defense Production Act, with an important addition to the old wartime regulation that expired in June, 1949.

The new consumer credit regulation provides for a down-payment of at least 10 per cent and 30 months maximum maturity on the balance, on residential repairs, alterations, or improvements involving credit of more than \$100 and less than \$2,500. This restriction covers materials, articles, and services in connection with repairs, alterations, or improvements upon urban, suburban, or rural real property in connection with existing structures. This does not include structures, or distinct parts thereof, which so repaired, altered, or improved are designed exclusively for non-residential use.

Furthermore, exempt from the terms of Regulation "W" is any credit extended for the purpose of financing or refinancing (1) the construction or purchase of an entire residential building or other entire structure, (2) the construction or purchase of any other entire unit designed for residential occupancy if such unit does not result from repairs, alterations, or improvements upon the existing structure, or (3) any credit subjected to regulations issued under the Defense Production Act of 1950 concerning real-estate construction credit.

Walter L. Greene, acting commissioner of the Federal Housing Administration, made it clear that "Regulation 'W' does not amend the Title I FHA regulations governing property improvement loans. However, it does place certain restrictions upon loans or extensions of credit to finance residential repairs, alterations or improvements, whether insured or uninsured."

Title VI of the Defense Production Act gives the President power to control the maturity of mortgages and the percentage of loan to property value on both conventional (private) loans and federally-insured or guaranteed loans. This control does not apply to credit on existing structures except in case of major alterations or improvements. It does apply to "new construction," defined to mean any structure or any major addition or improvement to a structure started after August 3, 1950.

Retail Advisory Committee Appointed

Six Southern and Southwestern retail lumber and building material dealers are among the 20 named to the U. S. Department of Commerce's new National Lumber and Allied Products Retailers Industry Advisory Committee by Secretary of Commerce Sawyer.

The Southern and Southwestern advisory dealers include Lynn Boyd, Pampa, Tex.; Don Campbell, Lebanon, Ky.; Lloyd Clanton, Shreveport, La.; Frank Ewing, Brentwood, Md.; Harry Lawson, Miami, Fla., and George West, Atlanta, Ga.

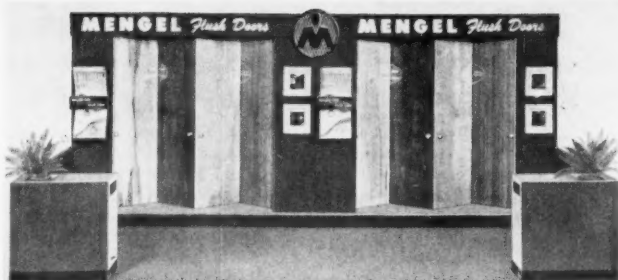
The other committeemen are John Alexander, Jr., Aurora, Ill.; William Barr, Denver, Colo.; Ward Briggs, Fargo, N. D.; Clyde Fulton, Charlotte, Mich.; C. W. Gamble, Boise, Idaho; E. Bruce Hill, Pittsburgh, Pa.; Frank Kendall, Portland, Ore.; J. H. Kirk, Santa Maria, Calif.; Leslie Lynch, Los Angeles, Calif.; Watson Malone III, Philadelphia, Pa.; Norman P. Mason, N. Chelmsford, Mass.; James O'Malley, Phoenix, Ariz.; E. Donald Sterner, Belmar, N. J., and C. B. Sweet, Longview, Wash.

Fire Resistance of Walls Is the Topic

"Fire Resistance of Non-Load-Bearing Walls" will be explored at the second research correlation conference of the Building Research Advisory Board, featuring national experts in engineering, research, building codes and materials, and design. The conference will begin at 9:45 a.m. November 21 in the auditorium of the National Academy of Sciences in Washington, D. C.

Persons interested in attending the conference should write to BRAB, National Research Council, 2101 Constitution Avenue, N. W., Washington 25, D. C., for registration blanks.

The Building Research Advisory Board has dropped five of its charter members and added nine more prominent men in the fields of research and construction. The retiring board members include Charles H. Herty, Jr., Bethlehem Steel Company; H. H. Morgan, Robert W. Hunt Company, and Harold Vagtberg and J. E. Hobson, Southwest Research Institute.



FLUSH DOOR DISPLAY AVAILABLE TO DEALERS

This colorful Mengel flush-door display booth is available on a loan basis, without charge, for dealers and distributors to use at local shows and exhibits. Twenty feet wide by eight feet deep, the booth is composed of two 10-foot units, each of which can be used separately. The display includes all necessary fluorescent lighting equipment, gray broadloom carpeting, four modern chairs, and a low coffee table. In addition to the eight doors in the display, cutaway samples of hollow-core and solid-core construction, and Kodachrome transparencies of Mengel door installations are available. More details can be obtained from the Advertising Manager, Plywood Division, Mengel Company, Louisville 1, Ky.

The new BRAB board members are R. J. S. Piggott, Gulf Research and Development Company; Kermit Eby, University of Chicago; Henry T. Heald, Illinois Institute of Technology; M. Allen Pond, Public Health Service; Ralph Walker, Voorhees, Walker, Foley, and Smith; Stanton Walker, National Sand and Gravel Association; B. L. Wood, American Iron and Steel Institute; and W. R. Woolrich, University of Texas.

The Housing and Home Finance Agency has contracted with BRAB, through its parent organization, the National Academy of Sciences, to conduct a survey of building research throughout the nation. It will encompass research activities directly related to housing carried out by educational institutions, trade associations, professional societies, and independent research organizations.

So he may continue to pilot BRAB activities as executive director, William H. Scheick has been granted another year's leave of absence by the University of Illinois, for which he normally serves as director of its Small Homes Council.

New Secretary in N. Y.

Whitney F. Harris has succeeded Reginald Holt as secretary-manager of the New York Lumber Trade Association and as a board member of the National Retail Lumber Dealers Association.

Direct VA Loans for Some Veterans

War veterans unable to secure a GI loan to purchase or construct a home or to build or improve a farm house may obtain loans direct from the Veterans Administration, provided the veteran can not secure 4-per-cent financing locally or from the Farm Home Administration.

This home finance plan for rural veterans was established by an appropriation bill of the last Congress. The law became effective July 20 and will expire June 30, 1951.

Such a direct loan must be for the purpose of purchasing or constructing a one-family house or for construction or improvement of a farm house on land owned by the veteran.

Veterans who own farm land on which there is an existing mortgage may be able to get a sufficient amount of land (one or two acres) released from the mortgage to enable them to complete their direct VA home loan.

Veterans interested in obtaining such a loan should apply to the Loan Guaranty Division of the Veterans Administration office in their state. The VA contact officer will assist him in obtaining necessary application forms, filling them in, and selecting a local attorney for checking the land title and other details. A local attorney's services are required by the act.

TYLAC Scores Again!!

WITH THE NEW CONTOUR BEVEL Score Line



on the

NEW

Miracle
Walls
by
TYLAC

ORDERS ARE POURING IN FOR THE NEW CONTOUR BEVEL SCORE LINE, MIRACLE WALLS by TYLAC

From all sections of the country Jobbers and Dealers are sending in orders for the new Contour Bevel Score Line, Miracle Walls by TYLAC. Always a leader in the field, TYLAC now offers the new and beautifully soft, smoothly rounded edge score lines that add even greater charm and distinction to TYLAC decorated walls.

TYLAC is easy to sell because it's the most alluring, appealing wall board on today's market — because its lustrous, mirror-smooth surface will not crack, craze, chip or peel — because it's so easy to clean and because its 18 entrancing colors and 4 designs lend themselves to unending varieties of decorative harmonies and contrasts.

Decide, NOW, to stock Miracle Walls by TYLAC and see for yourself how quickly sales will grow — and profits too. Sell TYLAC with the new Contour Bevel Score Lines — and Score More and Greater Sales — always.

Write us today for our liberal Sales and Merchandising plans — our many advertising and sales helps — prices and discounts.

NOW!
THE ULTIMATE
IN
BEAUTY
PERMANENCE
ECONOMY

TYLAC COMPANY MONTICELLO, ILLINOIS
PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY



McKeehan Is Manager of One-der Frame Firm

L. O. McKeehan, above, has been appointed vice-president and general manager of the One-der Frame Corporation in Birmingham, Ala. That is the new firm name for the One-der Window

Sales Company, Inc., located at 2109 Third Avenue, North, Birmingham.

In announcing the change in firm name, President S. E. Russell explained that "the old name was adopted when the company was engaged solely in marketing one-piece metal window frames. However, a door frame was put into production to meet the demands of builders and contractors who wanted a door frame that would give the same advantages as the window frame. Our new name, the One-der Frame Corporation, is more descriptive of the business."

President Russell and Vice-President M. R. Christian, organizers of the firm, will continue in their respective positions. McKeehan had served as sales manager until his promotion last month to the new position of general manager and vice-president.

The One-der Frame Corporation has plans under way to expand the production of door and window frames for installation in housing projects and individual homes throughout the country.

Small Home Contest Offers Big Prizes

THE MOST valuable home design contest in history, with national, regional, and local cash prizes expected to total \$100,000, is being sponsored jointly by the National Association of Home Builders and *Architectural Forum*, the magazine of building. Under rules of the contest, one person can win as much as \$15,750 with a single entry.

NAHB President Thomas Cogan said the contest, open to all registered architects and architectural students in the United States, was a contribution of the building industry to the development of increasingly higher standards of home livability for the majority of the American people.

Contestants will be asked to design a detached, one-family, low-cost house suitable for a lot, 60 feet wide and 100 feet long. The house must have three bedrooms, no basement, and a floor area of 1,000 square feet or less. Design and construction must meet general FHA and VA requirements.

Contestants must register for the competition by writing to Carl G. Lans, *Architectural Forum*, 9 Rockefeller Plaza, New York City,

for printed regulations governing the contest. The competition closes December 15, 1950, and prize winners will be announced the following month.

Seventy per cent of the houses being built this year will be small units, selling for less than \$10,000 to families of modest income. P. I. Prentice, publisher of *Architectural Forum*, pointed out in announcing the contest. "The purpose of this competition is to bring better design to the small house, including better use of space and materials. We hope to encourage the architect to study the home-builder's problems for their common benefit and for the benefit of the homebuying public and we hope to demonstrate to the builder the advantages of good professional design."

Associate sponsors of the contest include the American Gas Association, General Electric Company, and Kwikset Locks, Inc.

Sponsors of special awards are the Douglas Fir Plywood Association, Libbey-Owens-Ford Glass Company, and the Mullins Manufacturing Corporation, makers of Youngstown kitchens.

Personnel Notes

The board of directors of the **Reynolds Metals Company** recently elected **Jonas H. Ingram** vice-president in charge of executive sales. A retired U. S. Navy admiral who was commander-in-chief of the U. S. Atlantic fleet in World War II, Ingram joined Reynolds in December, 1949.

★ ★ ★

Walter C. Anderson, former director of construction materials sales in the East for the **American Steel and Wire Company**, is now assistant manager of the construction materials division. **Earl N. Graf**, former Eastern wire-rope sales director, was promoted to assistant manager of the rope division.

★ ★ ★

Joseph L. Muller has joined the staff of the **National Hardwood Lumber Association** as assistant secretary. Well known to lumbermen throughout the country, Muller formerly was chief of the Lumber and Plywood Section, Forest Products Division, Office of Industry and Commerce, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce.

★ ★ ★

The **Acme Brick Company** has announced two new managers of branch offices. **C. W. Thrasher**, former Houston, Tex., branch manager, heads the newly-created All-Ceramic division with offices in Houston. **Bill J. Darwin** was promoted to manager of the Houston sales area.

★ ★ ★

Oral Waring has joined **Insulite Building Products** as sales supervisor for seven Southwestern states. He formerly held executive positions with L. Sonneborn Sons, Inc., United States Gypsum Company, and the Enterprise Paint Manufacturing Company.

★ ★ ★

E. J. O'Leary, former general manager of the Dallas, Tex., branch of the **Ruberoid Company**, has been made assistant to Executive Vice-President Stanley Woodward in New York City. O'Leary joined the company over 20 years ago.

Show your builder-customers **HOW TO SAVE PRECIOUS TIME**



JUNE 15th

Big, fireproof panels of Gold Bond Gypsum Wallboard fairly "eat up" wall and ceiling areas, cover up to 38 sq. ft. at a time.



JUNE 16th

Right on the heels of the carpenters come the craftsmen applying the Gold Bond Perforated Tape Joint System.



JUNE 19th

Next comes the decoration. Gold Bond Wallboard and Tape System provide such a strong, smooth wall that buyers can select any decoration—paint, texture or wallpaper.

with Gold Bond Wallboard and Tape Joint System!

"We saved 2 weeks construction time with Gold Bond Gypsum Wallboard and Tape Joint System," writes Howard Pearce, Pres. of Pearce & Pearce, well known builders in Buffalo, N. Y. That meant a sizeable saving in costs on more than 300 ranch type homes in Pearce's Lincoln Park Village. You can help your customers to the same savings ... and help yourself to big extra sales ... by suggesting Gold Bond Gypsum Wallboard and Tape Joint System for walls and ceilings. Here's what Mr. Pearce has to say about his experience:

"Like every investment builder, we had the usual problem ... how to build a quality house at a price folks can afford to pay.

"One thing that runs up costs is lost time ... one crew waiting for another to finish ... days of waiting for materials to dry.

"We solved this problem with Gold Bond Gypsum Wallboard for the walls and ceilings, with joints completely concealed with Gold Bond Perforated Tape Joint System.

"Results are so satisfactory that this Gold Bond System has become standard on all our homes."

And Mr. Pearce's experience is not an isolated case. Hundreds of builders are finding out that they can build strong, firesafe walls with Gold Bond Gypsum Wallboard at important savings in time and money. These days of mounting costs, with builders trying to hold prices in line, the best answer is often gypsum wallboard construction.

NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

**You'll build or
remodel better with
Gold Bond**

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.



SHOWS STRENGTH OF INSULATING SHEATHING

When a recent flash flood in Omaha, Neb., washed away the foundation of this partially-complete residence, the two-story structure dropped into the excavation. The insulating sheathing held the wall framing intact despite the terrific strain of the twisting action and jolt that accompanied the drop. This is dramatic evidence of the structural strength of insulating sheathing. Photo courtesy of the Celotex Corporation.

U. S. Chamber Names Security Advisers

To cooperate with the federal government on national security problems in the construction field, the Chamber of Commerce of the U. S. on September 15 formed two special subcommittees of its Construction and Civic Development Department Committee.

These new groups are the Subcommittee on Construction Mobilization, headed by Ralph Walker, president of the American Institute of Architects, and the Subcommittee on Construction Credit, chaired by Francis G. Addison, Jr., president of the Security Savings and Commercial Bank, Washington, D. C.

The Construction Mobilization Subcommittee includes: Carlton S. Proctor, past vice-president of the American Society of Civil Engineers, as vice-chairman; Thomas P. Coogan, president, National Association of Home Builders; Walter L. Couse, president, Associated General Contractors of America; H. B. Dyer, director, American Institute of Steel Construction; Gordon P. Marshall, past-president, Painting and Decorating Contractors of America; Robert W. McChesney, past-president, National Electrical Con-

tors Association; Harold E. McGregor, past-president, Heating, Piping, and Air Conditioning Contractors National Association; Arthur F. Nass, chairman of governmental affairs, National Association of Master Plumbers; C. B. Sweet, president, National Retail Lumber Dealers Association, and M. W. Watson, past-president of AGC and director of U. S. Chamber of Commerce.

The Subcommittee on Construction Credit includes Melvin H. Baker, president of National Gypsum Company and U. S. Chamber director; Leonard G. Carpenter, director, National Lumber Manufacturers Association; W. A. Clarke, member of board of governors, Mortgage Bankers Association of America; Miles L. Colean, Washington consulting economist; Herbert S. Colton, Washington attorney; Thomas P. Coogan, president of NAHB; William Muirhead, treasurer, Associated General Contractors of America; Robert W. McChesney, past-president of NECA; L. Douglas Meredith, finance committee chairman of the National Life Insurance Company of Vermont; Alexander Summer, director, National Association of Real Estate Boards; George W. West, past-president of the U. S. Savings and Loan League and U. S. Chamber

director, and Douglas Whitlock, general counsel, Structural Clay Products Institute.

Commenting on the functions of the two groups, the chairman of the Chamber's Construction and Civic Development Committee, Norman P. Mason, past-president of the National Retail Lumber Dealers Association, said:

"The construction industry and the public which depends upon it for essential services in both peace and war have a heavy stake in the actions that will be taken under the Defense Production Act.

"No one questions the fact that national security must have first call on our materials and manpower. The problem is to meet these requirements with the minimum disruption to the normal and legitimate needs of our economy.

"There is no easy, simple way to do this. It calls for the best efforts of all good citizens, particularly those best equipped by knowledge and experience to find a solution."

More Marquette Cement

The board of directors of the Marquette Cement Manufacturing Company has approved the immediate construction of a multi-million-dollar cement producing plant at Brandon, Miss.

The plant's annual capacity will be one million barrels of all types of portland, oil well, and masonry cement. Completion is expected by September, 1951.

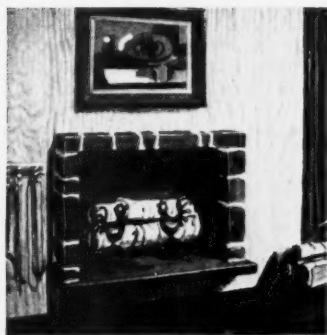
Weyerhaeuser Adds Two Texas Representatives

Additions in personnel in the Southwest for the Weyerhaeuser Sales Company have been announced by G. V. Fredrickson, Southwestern sales manager, with headquarters in Dallas, Tex.

R. C. Blakeslee, who comes from St. Paul, Minn., has been named district representative in the San Antonio, Tex., office.

J. Philip Weyerhaeuser III, from Tacoma, Wash., will be district representative in the Dallas office.

Both men recently completed college educations. Their appointments were effective September 15, Fredrickson said.



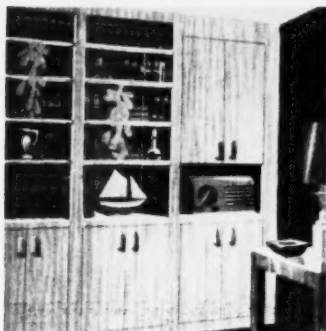
Paneling the Fireplace Wall is an inexpensive method of decorative accent. Explain that interior Weldwood is guaranteed for the life of the home.



Frame a Picture Window in the soft luxury of Weldwood, and you have a striking center of interest. Point out Weldwood's decorative versatility.



A Dining Room Wainscot can be installed to blend with any interior...traditional or modern...you'll find ready agreement with this recommendation.



Built-in Bookcases add dignity and charm. They can be built with or without cabinets, according to individual needs.



A Television Corner provides an attractive setting for this coming "must" in home furnishing. Sells a lot of Weldwood, too.



Corner Cupboards go in quickly and easily. Point out the combination of charm and convenient storage space this addition brings.

SHOW YOUR CUSTOMERS THESE

6 INEXPENSIVE WAYS

TO MAKE HOMES MORE ATTRACTIVE

You'll sell many a square foot of Weldwood® when you show customers how *much* appeal it can add to any home...in so many ways...at comparatively *little* cost.

Builders and Contractors will welcome your suggestions because...regardless of a still-existing housing shortage...prospective buyers are looking more and more for the "plus-es" that lift new homes out of the ordinary.

A room paneled in birch, oak, walnut, or any of many other fine Weldwood Hardwood Plywood...

one wall of it...or even well-designed corner cupboards...any one of these features...does just that.

Homeowners will thank you because, in most cases, Weldwood can be a big help in adding exactly the touch they want...to modernize, renovate or redecorate their homes, at prices within the reach of almost everyone.

So why not make friends and make money at the same time? You'll find that helpful suggestions like those pictured here pay off in customers' gratitude and increased sales.



WELDWOOD Plywood

Manufactured and distributed by

UNITED STATES PLYWOOD CORPORATION New York 18, N. Y.

and **U. S.-MENGEL PLYWOODS, INC.**, Louisville 1, Ky.

Branches in Principal Cities • Distributing Units in Chief Trading Areas • Dealers Everywhere

LUMBER OUTLOOK

LUMBER PRICES began to slide late in September from new all-time highs as several factors cut into the tremendous late-summer demand. During the last week in September prices on Southern pine framing and boards dropped as much as \$10.00 per thousand.

Any further drop hinged on a variety of natural and artificial factors. These factors included:

How much residential construction would be started contrary to a seasonal downturn to beat controls and price rises.

Whether inclusion of lumber (as well as plywood, cement, and gypsum products) in the Controlled Inventory list of the National Production Authority would result in a voluntary stabilization of prices.

Whether government officials would invoke more stringent real-estate credit controls immediately.

Whether freight cars and trucks would be more available to haul lumber bottled up in critical transportation areas.

In addition to the seasonal slackening of new housing starts, the tighter mortgage controls and the new peak prices for construction caused building activity to fall rapidly from the earlier 1950 pace, which will set a new construction record this year. According to BLS estimates, 141,000 new dwelling units were started in August. These pushed the starts in eight months up to 988,400—more than any previous year except 1949.

PACED BY increased industrial building, the total value of new construction put in place during September amounted to almost \$2.8 billion. This was 1 per cent above the August total—and 26 per cent more than in September last year.

During the first nine months of 1950, new construction valued at more than \$20 billion was put in place. Private outlays came to \$15 billion, 27 per cent more than during the first three-fourths of '49. Public new construction expenditures of \$5 billion were 8 per cent ahead of last year.

During August, the wholesale price index of building materials pushed up to 213.5 from 207.3 in 31 days. In that month, the lumber wholesale price index soared from

338 to 356.6. Plumbing and heating materials moved up from 156.4 to 163.7.

LUMBER PRICES in the first government auction held in Portland, Ore., since World War II, in mid-September were reported as lower than the prevailing private market. The difference was said to be due to the acceptance of associated species and grades, as compared with those demanded for private construction.

In New Orleans, September 27-28, another Army-Navy lumber auction brought prices for Southern pine and hardwoods pretty much in line with the averages realized earlier in Atlanta, all costs to the producers considered.

The easing up in demand for lumber was reflected in the trade barometers throughout September. For the week ending September 16, the NLMA reported that the shipments of 431 mills were 1 per cent above production, while new orders were 10.4 per cent below. Unfilled orders amounted to 53 per cent of gross stocks. For 356 softwood mills, unfilled orders equaled 27 days' output, while gross stocks amounted to 48 days' production.

Inclusion of lumber and plywood in the controlled inventory lists of NPA was vigorously opposed by the Retail Industry Advisory Committee. Industry spokesmen insisted that the scarcities of lumber and plywood then were spotty and caused by transportation shortages, rather than over-all short supply.

On September 21, H. V. Simpson, official of the West Coast Lumbermen's Association, declared that "if the lumber can be shipped, the Douglas fir mills will be able to care for all demands of military and defense, for essential industry and still have ample quantities of lumber to supply the needs of booming home construction."

The Western Pine Association's S. V. Fullaway, Jr., pointed out that "the actual fighting in Korea, the uncertainties in the world situation, the new credit controls on housing construction, the threat of other business controls, and the confusion in Washington are influences which can affect lumber consumption over the next 90 days."

DON CAMPBELL, Kentucky association secretary and dealer, said that "rebuilding of our stocks could come rapidly, particularly if restrictive controls are placed on building. Let's buy only what we think we can sell in the next 90 days."

A former NRLDA president, Campbell also spoke out against indiscriminate distribution of building materials in critically short supply. Said he: "We are a little sick and tired of the policy of some manufacturers of allowing their salesmen to dispose of their products in their territory as they see fit. In many cases these men are new to the field, yet they hold in their hands the success or failure of many dealers. Dealers buy brand names from known firms, but if they have only one supplier, and the new salesman doesn't like the way they part their hair, they are just out of luck."

"We have learned our lesson, and from now on any future business we place will be with firms who look after their accounts. If you are still in doubt, we will spell out the greatest offender of them all—gypsum."

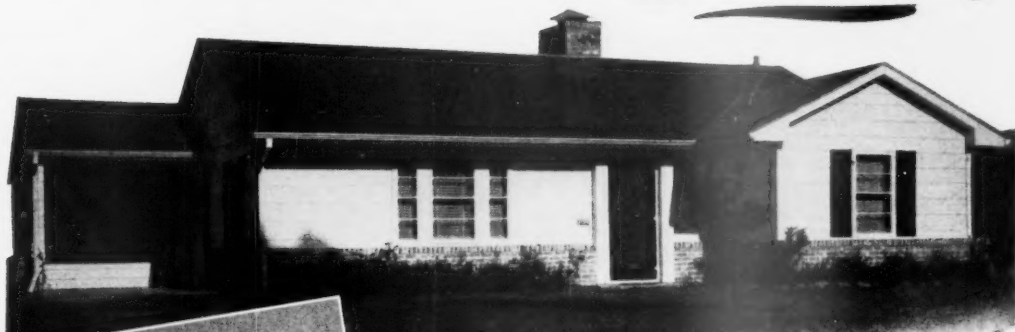
THE GENERAL MANAGER of the Gypsum Association, Lloyd H. Yeager, admitted that there is a "temporary shortage" of gypsum board and lath for home construction. He blamed it on "a paradoxical situation brought about by the seasonal peak of an unprecedented building boom, which has created a 'famine' in a time of 'record-breaking plenty'."

Yeager declared that the gypsum industry is producing four times as much board and lath as it did in 1939, while the volume of home construction has mounted only 2½ times in the same period. He explained that the average dwelling unit uses 50 per cent more gypsum materials today than were used in 1939.

DEMURRAGE penalty charges were increased beginning September 20. The penalty charges now are \$5 per day or any fraction thereof (after 7 a.m.) for the first and second days; \$10 per day for the third and fourth days, and \$20 per day for each succeeding day.

For users of the average agreement, each \$5 debit day charge can be offset or reduced by accrued credits only at the rate of two credits for one debit. An odd credit is to be disregarded. Charges of rates in excess of \$5 per day can not be offset or reduced by accrued credits.

MUSTANG Asbestos Siding packs plenty of Sales Power

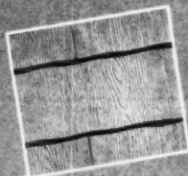


MUSTANG
comes in two
popular styles:

**Straight
Edge**



**Wave
Edge**



... and four
attractive colors:

**WHITE
GRAY**

**BUFF
GREEN**

MUSTANG SIDING IS SUPERIOR

Superior for you, Mr. Dealer, because it upholds your reputation for handling only the best.

Superior for the applicator, because all MUSTANG shingles are alike in size, thickness, color and toughness.

Superior for the home-owner because MUSTANG gives any home the "New Look" that lasts forever.

MUSTANG backs you with these 10 merchandising helps

1. MUSTANG sample boards.
2. MUSTANG envelope stuffers.
3. MUSTANG folders of building ideas.
4. MUSTANG newspaper ads.
5. MUSTANG dealer identification signs.
6. MUSTANG truck signs.
7. MUSTANG job signs.
8. MUSTANG radio spots.
9. MUSTANG motion picture.
10. MUSTANG advertising counsel for dealers.

Be the MUSTANG Dealer in Your Community

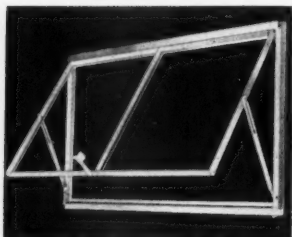
Sell MUSTANG Asbestos Siding for new construction . . . for remodeling. It's **THE** siding for the dealer who wants to offer the best—and make a good profit.

Write for our new price list today.

104

The ASBESTOS COMPANY OF TEXAS
P. O. BOX 1082 HOUSTON 1, TEXAS

PRODUCT PARADE



181—Basement Window

The Union Aluminum Company, Sheffield, Ala., offers a new all-aluminum basement window 32 $\frac{3}{8}$ inches wide in a choice of three heights: 14 $\frac{1}{4}$, 18 $\frac{1}{4}$, and 22 $\frac{1}{4}$ inches.

This Ualco basement window is easy and economical to install, the makers claim. The entire vent section is removable. The joints are precision made. The guide arms are durable. The entire frame is finished in satin to match other aluminum windows in a home.

This aluminum window is said to adapt favorably to all types of new and old residential architecture.



182—Baseboard Heating

Warren Webster and Company, Camden, N. J., offers a new design in a baseboard heating system, that is both attractive and efficient.

Projecting only 2 $\frac{1}{8}$ inches from the wall, the new baseboard is only 8 $\frac{1}{4}$ inches high. Both molding and baseboard enclosure are all metal, with a sponge rubber seal to insure tightness on irregular walls.

The heating element is a $\frac{3}{4}$ -inch copper tube and fin, with front and back edges flattened to reduce depth. The paper wrapping for the heating element has an extended tab to facilitate removal before metal enclosure is snapped into place and to act as a guide for placing the element.

An optional manually-operated damper reduces heat delivery when desired.



183—Electric Trucks

The Automatic Transportation Company, 149 West 87th Street, Chicago, Ill., has added three medium-capacity sitdown models to its Skylift line of electric industrial trucks.

The three models have capacities of 4,000, 5,000, and 6,000 pounds respectively. All electric controls are enclosed in a single panel on the dashboard, which is said to be removable as a unit. The seat is padded with foam rubber and has an adjustable back rest.

At its broadest point, the 4,000-pound capacity truck is 38 inches wide. With mast collapsed, height is 33 inches. Length is 80 inches without forks.

184—Illuminated Number

The Nu-View house number is a combination illuminated house number and porch light. It can be easily attached to any ceiling light-fixture after removing globe and bulb. Adapter rings are available to make any fixture hold the unit. It can also be attached directly to the wall with a special bracket.

A merchandising display unit is supplied dealers by the manufacturer, the Brittain Products Company, 380 East Exchange Street, Akron, Ohio.



185—Tool Display

Red Devil Tools, Irvington 11, N. J., offers three new display boards free to dealers who stock a set of Red Devil tools.

Display board No. 170 shows wood



For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

181	182	183	184	185
186	187	188	189	190
191	192	193	194	195
196	197	198	199	200
201	202	203	204	205
206	207	208	209	210
B-362	B-363	B-364	B-365	B-366
B-367	B-368	B-369	B-370	B-371
B-372	B-373	B-374	B-375	B-376
B-377	B-378	B-379	B-380	

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME _____

POSITION _____

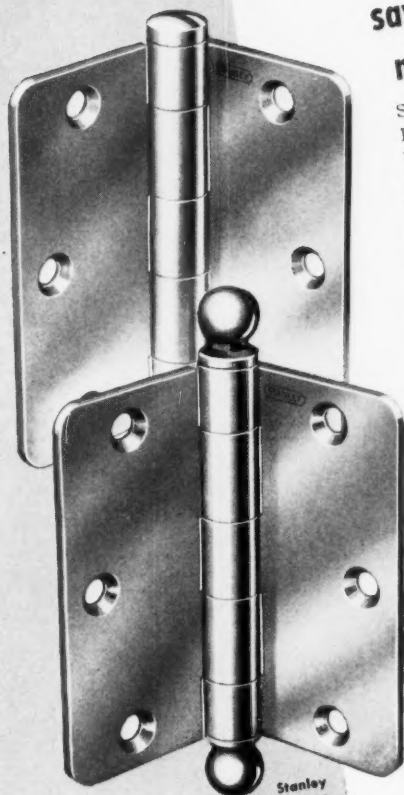
FIRM _____

MAIL ADDRESS _____

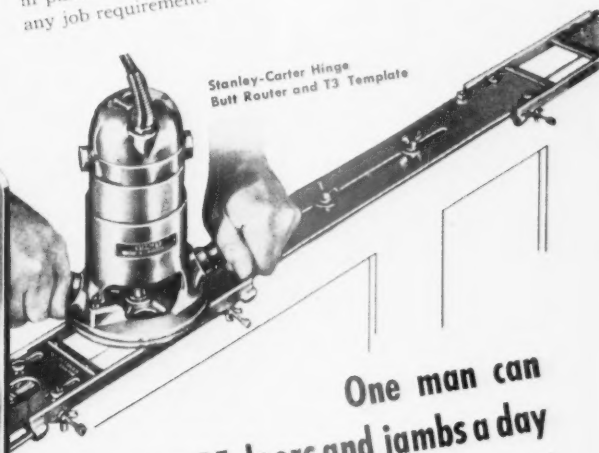
The right combination...

saves the builder time and money
makes more hinge sales for you

Stanley RD241 (ball tip) and RD242 (button tip) Hinges having round corners save builders' time. With the precision power router and template, hinge recesses are cut in a fraction of the time required by hand methods. Round cornered hinges are available in plated steel, brass, bronze and aluminum to meet any job requirement.



Stanley
RD Butt Hinges
(Round Cornered)



Stanley-Carter Hinge
Butt Router and T3 Template

One man can
mortise 75 doors and jambs a day

With this Stanley-Carter HB8 Hinge Butt Router and T3 Template, a builder can mortise for butts at least six times faster than by hand — and do a better job! Today, with time such an important factor in building costs, here is the right combination for greater sales and profits. Yes, and for building customer good will — doors that hang perfectly throughout a house help sell the house.

THE STANLEY WORKS, NEW BRITAIN, CONN.

STANLEY
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

REMEMBER  THREE HINGES TO A DOOR

scrapers—a cabinet scraper, wood scraper, and pistol grip scraper.

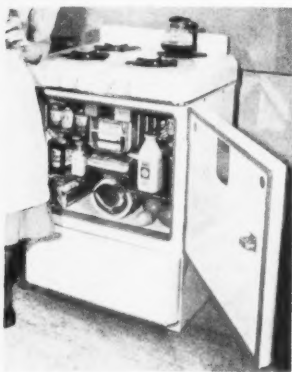
Board No. 175, shown above, holds two putty knives, two wall scrapers, glass cutter, and a chisel.

Board No. 176 is similar to No. 175 except that the displayed cutlery has flexible instead of stiff blades.

Space is provided on these brightly-colored displays for marking in prices. They can be hung from the wall or stood up on counters or in windows.



186—Stove-Refrigerator



The General Air Conditioning Corporation, 4542 East Dunham Street, Los Angeles 23, Calif., announces the General Chef—a combination four-cubic-foot refrigerator and stove.

The cooking part of the unit, above the refrigerator, consists either of four gas burners, two 850-watt burners for 115-volt operation, or one 2,150-watt and two 1,000-watt burners for 220-volt operation.



187—Glass-Fiber Pipe

The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y., announces Glasweld, a new glass-fiber tube and pipe material designed as a substitute for steel and other critical war materials.

Rust- and corrosion-resistant, Glasweld is said to have the strength of steel. It is made by bonding glass fibers, in the form of cloth, mat, or tape, with resins to develop a rugged tube impervious to extreme heat, chemical action, and sledgehammer blows.

Glasweld has been successfully used in the structural and electrical fields.



188—Outdoor Enamels

The Monroe Sander Corporation, 10 46th Avenue, Long Island City, N. Y., now makes Sanco synthetic enamels for general outdoor use, as well as interior application.

Available in nine colors, the paint is made with a new method of pig-

ment dispersion for greater durability. The enamels come in cases of half pints, pints, quarts, or gallons, in kits of five gallons, and in drums.



189—Belt Sander

The Porter-Cable Machine Company, Syracuse 8, N. Y., announces the Model 500 Speedmatic heavy-duty, dustless, four-inch belt sander.

The new model has a low center of gravity and wide belt to make it easy to handle. It has a 25-square-inch abrasive surface available at all times. The turbine-fan vacuum system removes dust immediately and prevents clogging of the grits.

In addition to numerous wood uses, the Model 500 will finish stainless steel, aluminum sheet, and other metals. It quickly removes paint, varnish, and other finishes without torches or solvents.

Model 500 has a 115-volt AC/DC motor operating on 25 to 60 cycles. Net weight of the unit is 25 pounds.



190—Improved Shingles

The Philip Carey Manufacturing Company, Lockland, Cincinnati 15, Ohio, now uses velvet black and midnight black instead of blue-black slate granules on the entire line of slate-surfaced asphalt shingles, slate-roll roofings, and Fire-Chex shingles.

These true ceramic granules are permanently nonporous and can not absorb staining oils from the asphalt. They eliminate the right and left patterning characteristic of blue-black slate.



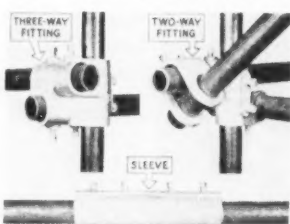
191—Low-Cost Heater

Royal Heaters, Inc., Alhambra, Calif., have introduced a gas wall heating unit that is quickly installed before or after plastering. Called the Royal Mid-Jet, the unit has a non-reflecting fabric finish. The registers, curved similar to venetian blinds, block any vision between rooms.

The case is elevated three or more inches from the floor, and controls are above the reach of small children. The Mid-Jet is made in 25,000- and 45,000-BTU sizes.



192—Scaffolding System



The Amidon Sales Company, Box 61, Elyria, Ohio, announces a new system of all-metal scaffolding made of standard pipe and patented fittings.

Users say the scaffolding is quickly erected to fit each job. Fittings used include a three-way fitting for connecting longitudinal, transverse, and vertical pipes; two-way fitting for fastening two pipes at right angles; and a sleeve for joining lengths and attaching coasters.

Construction consists simply of sliding pipe into fittings and tightening two set screws at each joint.



193—Wall Furnace



Temco, Inc., Nashville 9, Tenn., announces a new line of gas panel wall furnaces consisting of a single-wall 25,000-BTU model and a dual-wall 50,000-BTU unit.

The outer jacket is 17½ inches wide and 62¾ inches high. The inner unit fits between studs 16 inches on center.

The unit is A. G. A. - approved for use with natural, manufactured, or liquid petroleum gas. The heat exchanger is suspended inside the furnace to

permit intake of air into the bottom grill and discharge of warmed air through the top grill.



194—Dishwasher

The Mullins Manufacturing Corporation, Warren, Ohio, announces the new Youngstown 27-inch automatic dishwasher, designed to fit by a cabinet sink.

Water forced through holes in a chrome tube extending through the center of the tub revolves the dishes. Spinning creates a brush action on the dishes, shearing soil and washing it downward. The chrome-plated wire dish baskets surround the chrome tube, called the jet tower, and dishes are automatically positioned so water jets strike each dish all over. Dishes can be loaded and the strainer lifted and cleaned without removing the baskets.

This Youngstown dishwasher is said to wash all cooking utensils and bottles. The tub is sound-deadened.



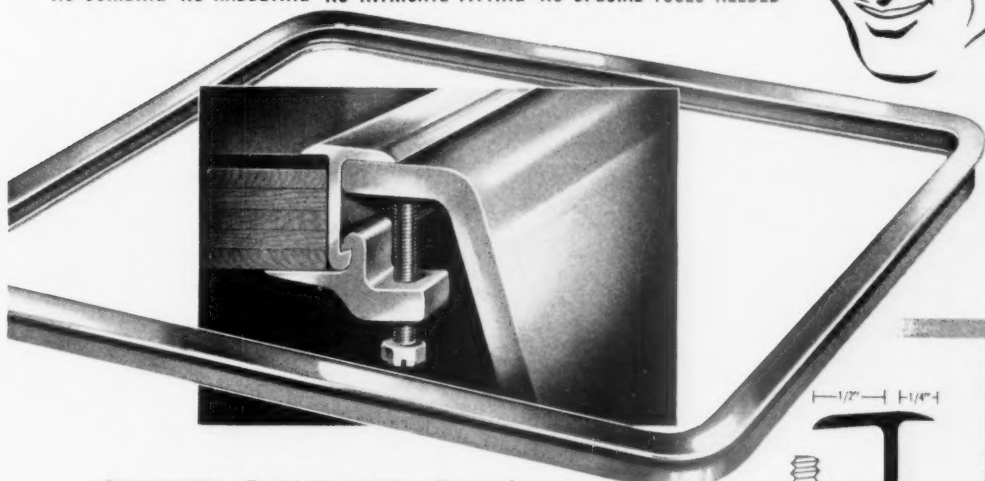
195—Storm Screen-Sash

The Alumac Corporation of America, 2081 South 56th Street, Milwaukee, Wis., has introduced Kaysto, a combination storm sash and screen for all types of casement windows, and Tri-Matic triple slide combination windows.

Kaysto sash and screen, custom-fitted to both in- and out-swinging

NEW-EASY-BETTER WAY TO FRAME SINKS

NO SCRIBING · NO RABBETING · NO INTRICATE FITTING · NO SPECIAL TOOLS NEEDED



CHROMEDGE* *Sink-Lok** Frame grips edges of coverings permanently watertight

Here at last is a sink frame that really clamps down firmly, securely and permanently on edges of coverings around the sink—a frame that seals joints watertight *to stay!* The frame overlaps the covering a full quarter-inch so edges can't work loose or curl up. The joint stays neat and sanitary as long as the covering material lasts!

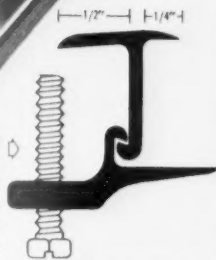
Yet the Sink-Lok Frame is one of the easiest of all frames to install! It is a simple T-type frame anchored from underneath the sink-top. No intricate scribing, cutting or fitting is needed. No special tools are used. No rabbeting or mortising of the counter top is required. In addition, the frame supports the sink bowl itself, and the sink can be removed at any time without marring or damaging either the frame or the sink-top material.

Sink-Lok Frames are available for flat-rim sinks of any size, with either round or square corners, for installation on wood or plywood sink-cabinet tops from $\frac{5}{8}$ " to 1" thick, covered with any material up to $\frac{1}{8}$ "-inch thick. Also available for most vitreous china sinks. Write for complete information and prices.

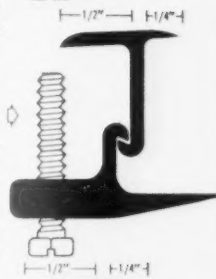
*T.M. Reg. U.S. Pat. Off.

The B & T Metals Co.
Columbus 16, Ohio

No. A-725 Frame and Lug, for standard flat-rim sinks installed on $\frac{5}{8}$ " to $\frac{3}{4}$ " plywood tops covered with material up to $\frac{1}{8}$ ".

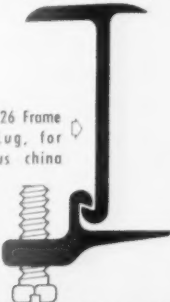


No. B-725 Frame and Lug, for standard flat-rim sinks installed on $\frac{7}{8}$ " to 1" plywood tops covered with material up to $\frac{1}{8}$ ".



U.S. Pat.
No. 2440741

No. C-726 Frame and Lug, for vitreous china sinks.



casements, can be used on either wood or metal. The movable screen allows access at all times.

Tri-Matic triple-slide combination windows are made of extruded aluminum sections and aluminum screen cloth. Weatherstripping is built in. Both storm sash and screen slide up and down. Both products bear the Good Housekeeping Seal of Approval.



196—Aluminum Moldings

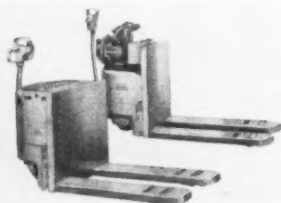
Marsh Wall Products, Inc., Dover, Ohio, now makes aluminum moldings color-matched to go with Marlite plastic-finished panels. The same smooth finish on Marlite panels is applied to these moldings.

The moldings are designed to suit customers who either prefer matching moldings for uninterrupted walls or who prefer contrasting designs and colors. Like Marlite, the moldings need only an occasional wiping with a damp cloth to keep them clean. Shapes include corner, outside corner, division, tub molding, edging, and cove.

Thirty new aluminum alloy molding shapes have been added to the Marsh line. They include drive-on edgings, batten strips, outside and inside angles, channels, flat sections, nosings, and other edgings. A complete list with prices is available on request.



197—New Hand Trucks



The Industrial Truck Division of the Clark Equipment Company, Battle Creek, Mich., has added two new power types of hand trucks to its line of materials-handling machines. Both are claimed to have exceptionally short turning radius and wheel base. The motor is mounted in the drive wheel.

The Electri-Lift model is battery-powered with motor drive. The entire drive unit is completely enclosed for protection from dirt. Two points of power are provided in each direction. In the hydraulic lift system, the pump motor, pump, reservoir, relief valve, and control valve are in one unit.

The Hydro-Lift is powered by a gasoline engine and has hydraulic pump and motor drive. An eccentric vane-type pump makes it impossible to stall the engine, and a unique valve linkage to the throttle provides finger-tip reversing. The engine is a two-cylinder opposed type. A mechanical governor and fuel pump are included.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 44

B-362. The Kleen-Rite self-wringing mop consists of foam-rubber held in a metal holder with solid rubber rollers, attached to a 48-inch maple shaft handle. A ring lever on the handle operates the two side bars that press water from the mop.

B-363. Improved Wood-Tite glue is a liquid, synthetic wood-working adhesive that requires no mixing and has excellent storage stability. It is said to set in 20 minutes and dry within a few hours. It is especially suited for edge or joint gluing.

B-364. The Airlift centrifugal fan ventilator is especially suitable for places desiring low noise levels. The streamlined bottom increases efficiency, yet permits slower operating speeds. Mounted in a weatherproof chamber, the fan unit has a welded steel framework that supports it as it fits over a curb built to extend duct rising from the building roof. Airlift units are made in 14 sizes and provide nearly 50 capacity variations.

B-365. The Perfex Magic Dial thermostats are now made with a new "warmer-cooler" temperature dial, as well as with dials marked in conventional degrees. The new dial, simply marked "warmer-cooler," is said to eliminate service calls resulting from dial settings disagreeing with thermostat readings.

B-366. The Ripper Jack, a new wrecking tool, is designed to dismantle wood structures without harming the lumber. A combination crowbar, pry-rod, nail puller, and sledge, the steel tool is said to be usable in almost any position—side, above, or below the structure.

B-367. The Ardee clamp-down type sink frame is said to eliminate the problem of making a watertight installation and scribing rabbeting. The covering material, plywood counter top, and frame are permanently held together by a series of small clamps attached under the sink bowl rim. The frame is available with notched corners, and with special lugs for application on vitreous china and porcelain.

B-368. The Weller Model WD-135 light-duty soldering gun has dual spotlights to eliminate shadows on work, and over/under terminals to brace the tip and improve visibility. It has dual heat—100 and 135 watts—for delicate soldering and heats in five seconds.

B-369. Cascophen is a liquid cold-setting resorcinol resin that meets military specifications for waterproof, boilproof bonds. It is suitable, according to the makers, for boat-building, outdoor furniture, and other uses where watertight bonds are required.

B-370. The Dunmore portable

router, powered by a 1/16 HP motor, develops 19,000 RPM for fast, clean routing of wood, linoleum, plastics, and others. Router bits in 1/8-, 3/16-, and 1/4-inch sizes are available for the quick-change chuck. Accessories include a fence guide for inlay work, template guide for duplicating flexible shaft, and pencil-grip handpiece for converting router to a flexible shaft tool.

B-371. The Ajax mail drop plate has a special wrought brass design that gives it the effect of solid cast brass for less cost. Mounting screws are hidden under the flap, which is held in place by spring tension, making it a waterproof unit. The 7 1/2-by-7-inch size meets U. S. postal regulations.

B-372. The Impakdriver is a simple hand-tool for tightening or loosening screws, bolts, or nuts. It is made on a cam principle that turns the impact from a hammer's blow into an amazing amount of torque. It is said to be especially effective for use on nuts and bolts that are rusted or frozen on, and for working in hard-to-reach places.

B-373. The Greyhound portable spot welder, model BW, has an automatic switch control that eliminates any finger movement, resulting in less fatigue, easier handling, and better welds. A slight squeeze of the spot-welder handle applies pressure to the welding tips, and an extra squeeze turns off the current and separates the welding tips.

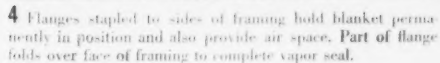
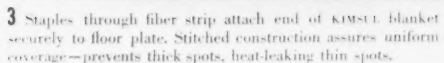
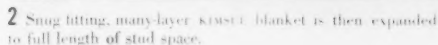
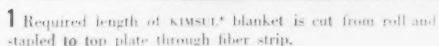
B-374. Pacific Vencer and Plywood's new P. V. Hardboard for dry-wall construction is a pressed wood product, said to insure a smooth painting surface and lower costs. Free from grain and knots, it can be planed, sawed, or routed without cracking.

B-375. A new Sylvania 150-watt light bulb is no larger in diameter than a 100-watt bulb but gives half again as much light. It is especially suitable for kitchens and other places where more light is needed and fixtures will take no larger size.

B-376. Two new bins, made by Service Parts Systems, are designed to speed service operations and simplify inventory of small parts. Model 700 is a wall unit with 100 separate compartments. Model 320 is an island unit with 320 compartments, placed on both sides. Compartments tilt forward and can be removed for cleaning or stock rotation.

B-377. The General Electric garbage disposer has been completely redesigned and is said to be 50 per cent quieter and more economical to operate than its predecessor. Its new shredding mechanism macerates bones, fruit pits, and similar tough matter. Operable only after cold water has been turned on, the unit

**So easy to install new
Reflective Kimsul*— you actually
save time, save labor!**



**Now 2 types of
Kimsul Insulation —
Regular and Reflective**

prevents possibility for impact of food-waste bulk to break the water seal and allow dangerous gases to escape.

B-378. G-S protective masks consist of an aluminum shield held over the mouth and nose by an adjustable elastic head-band. Replaceable laminated filters of extra thicknesses protect throat, nose, and bronchial tubes from larger particles of non-toxic dusts. Effectiveness is readily seen in filter discoloration.

B-379. Remington's automatic insect control is a simple mechanism that is thermostatically controlled to vaporize a special formula insecticide that is odorless and can not stain. It is affixed to the wall about three feet below the ceiling and plugs into any AC or DC outlet.

B-380. Latest addition to the Linseed Oil Products' line of redwood finishes is Liquid Raw-Hide Redwood Color-Preservative, said to penetrate the wood to seal the surface, repel the elements, and add a uniform natural color that is practically fade-proof.

198—Screen Wire

The Arvey Corporation, 3462 North Kimball Avenue, Chicago 18, Ill., has added two new types of screening to the R-V-Lite line.

No. 700-W is a four-by-four aluminum wire reinforced. It is rustproof and light in weight, yet strong and durable. It is fully transparent. Made in 50- and 150-foot rolls, it is 36 inches wide.

No. 800-CW is a 14-mesh galvanized steel wire reinforced. Coated with Tenite, it is used for wind-breaks, scaffold protection, partitions, and temporary windows in new construction, skylights, storm insulation, and other uses where translucence is required. Made in 50- and 100-foot rolls, it is 36 and 28 inches wide.

199—Coping Saw



Dock's Tools, 2160 Sunset Boulevard, Los Angeles, Calif., has introduced a new spiral blade coping saw for cutting wood, rubber, leather, felt, plastics, plywood, Bakelite, nails, screws, aluminum, and similar materials.

This saw cuts in any direction with equal ease. The spiral blade is

said to prevent chipping or burring. The retail price is \$1.00, including extra blades.

200—Unusual Window

The Fleet of America Corporation, 110 Pearl Street, Buffalo 2, N. Y., announces the Fleetline aluminum window unit. The unit contains two complete double-hung windows and a screen mounted in Koroseal instead of putty, in the deep frame channels.

The house sash and storm sash are held tightly between mohair pads by sponge rubber pressure. The windows are easily removed for cleaning. The entire unit is assembled at the factory so that the builder merely sets it in place and builds around it.

201—Fireplace Forms

The Superior Fireplace Company, 1708-D East 15th Street, Los Angeles 21, Calif., has added two new models to the Heatform line of fireplace forms.

Model C is for a corner fireplace with a curved front, designed in line with the growing popularity of corner fireplaces, peculiar to Aztec Indian architecture. Like other Heatform units, it is made to circulate warm air throughout the room, and has a cool-air inlet and two warm-air outlets. An outlet grille can be placed either above the fireplace opening or in the top curved shelf that forms the mantel.

Model S is designed for building modern Swedish fireplaces with one end open, to provide view of fireplace from two adjacent rooms. This model has cool-air inlets and warm-air outlets in two places.

Both models come in several sizes.

202—New Varnish Line

Aluminum Industries, Inc., Cincinnati, Ohio, makers of the Permite line of ready-mixed aluminum paints, has introduced a complete line of varnishes, sealers, and reinforcing oils.

The new varnishes include interior and exterior spar, clear gloss, satin finish, no gloss flat, bar top, exterior marine spar, four-hour floor, and a 60-minute varnish.

The line also includes a concrete sealer and hardener, gymnasium floor sealer, universal spar and clear sealer, a spar oil, reinforcing oil, logwood oil, and Redwood finish.

203—Metal Cutters

H. K. Porter, Inc., Somerville, Mass., announces new metal lath cutters that have center cut jaws with specially-pointed noses to allow cutting in narrow spaces. They are said to make clean cuts without distortion of the metal.

These Porter cutters cut all types of metal laths — flat-ribbed, reinforced, and special patterned up to 3/16-inch diameter.



204—Lightweight Sander

The Dremel Manufacturing Company, Racine, Wis., announces a five-pound electric sander, Model 200, that is especially suitable for eliminating excess cement on dry-wall joints.

It is said to save over 20 per cent of labor costs over the hand-sanding method of installing gypsum wall-boards. Ruggedly constructed, it is said to stand up under continuous industrial use. The total sanding surface is 21 square inches.

There are no wearing parts to require oiling. The sander operates from any 110-120-volt, 60-cycle, AC outlet and has an eight-foot cord. Abrasive paper is held by a cam-type clamp and can be changed in seconds.

205—Waterproofing

United Laboratories, Inc., 16801 Euclid Avenue, Cleveland 12, Ohio, now make a transparent water-repellent coating for exterior masonry surfaces.

Called Hydropel, it is said to make rain and snow actually "bounce back" from walls to which it is applied. Completely invisible, it does not affect texture or color of the building treated.

Said to provide permanent protection once applied, Hydropel prevents dirt and soot from being absorbed into the surface through moisture. It is used on concrete, brick, stucco, unglazed tile, marble, stone, and similar materials.

206—Portable Saw

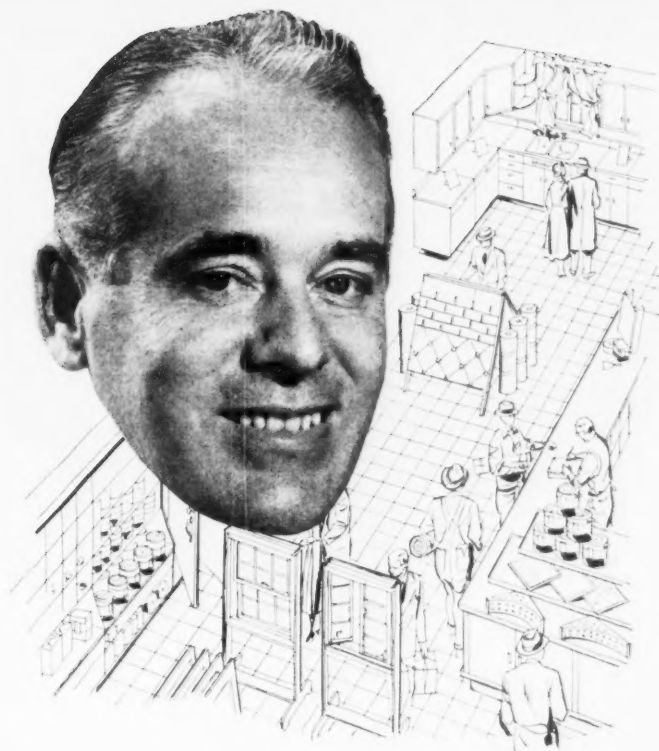
Skilsaw, Inc., 5033 Elston Avenue, Chicago 30, Ill., now offers an 8 1/4-inch portable electric saw for carpenters and workshop hobbyists.

This Model 565 has a depth adjustment from 1/16 to 2 3/8 inches and bevel adjustment from 0 to 45 degrees. Users say framing cuts can be made as easily as cross cuts.

Other features are a 115-volt motor for DC or AC current up to 60 cycles, precision helical gears, safety telescoping blade guard, guide notches, and cutting speed of 5,000 RPM. A carrying case and low-cost accessories are also available.

207—Treated Wood Brand

The Monsanto Chemical Company, St. Louis 4, Mo., has registered a trade-mark to identify construction



sell with confidence

SELL USG



You sell a great deal more than quality products and modern systems when you sell USG. You also provide, for your customer's protection, every advantage of scientific research performed in the famous U.S.G. laboratories.

No less important, when you sell USG, you provide for your customers the lasting benefits of precision quality control that begins at the point of raw material selection and carries through to the final rigid inspection.

...the greatest name in building

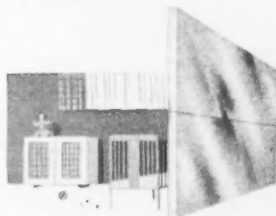
...sell
SHEETROCK
T.M. Reg. U.S. Pat. Off.
Fireproof Gypsum Wallboard



Sell regular 1/2-inch SHEETROCK with recessed edges which take the PERF-A-TAPE Joint System, for dry-wall construction. Together they excel in building strong, rigid walls and ceilings that are beautifully smooth and stay that way. Rooms ready for any decoration—ready for living in a matter of days. Rooms that help sell houses for your customers!



For an even finer dry-wall, sell Laminated SHEETROCK, a double wall system. Two layers of 3/8-inch SHEETROCK, job laminated, produce this ultimate in dry-wall offering all the advantages of single layer construction, plus extraordinary beauty, strength, fire protection, sound resistance. Walls and ceilings worthy of the finest homes!



Now one material, one application to outside walls and top floor ceilings builds, insulates, controls vapor. It's 3-in-1 Insulating SHEETROCK, regular board with aluminum foil laminated to the back side. Here's insulation equal to 1/2-inch fiber insulating board, and one of the best vapor barriers known. Here too, is a sure way to speed up building construction!

lumber and other woods treated with Penta, oil-borne wood preservative.

The letters "MP" for maximum protection, are used to brand the products. Plants licensed to treat wood products against decay and insects by the vacuum-pressure process in accordance with the company's standards will use this brand. It is in the shape of a pentagon.



208—Plastic Plywood

The Aetna Plywood and Veneer Company, 1750 North Elston Avenue, Chicago 22, Ill., announces Welchboard, a plywood with a 1/16-inch plastic face. Samples and literature are available on request.

Primed on both sides with paint primer, the plywood panels are said to be split- and puncture-proof. The smooth, dense surface is easily painted. It can be machined and treated like wood.

Suitable for either exterior or interior application, Welchboard is used for siding homes, floors, garage doors, table tops, shower stalls, and many other residential and commercial uses. It is made in 3/8-inch panels, 4-by-4 or 4-by-12 feet.



209—Low Cost Insulation

The Reflectal Corporation, 155 East 44th Street, New York 17, N. Y., has introduced a low-cost insulation and vapor barrier, called Dryfol. Made of durable kraft paper with pure aluminum foil on one or both sides, Dryfol is recommended for use in side walls, crawl spaces, attics, and under ground floors.

For coolness in summer, type B Dryfol is said to equal 1 1/2 inches of mass-type insulation in ceilings and side walls, and for fuel economy in winter, to equal 1 1/2 inches of mass-type insulation in under-floor space and side walls, and one inch in ceilings.

Each roll of Dryfol contains 250 square feet. It is made in 17-, 25-, 33-, and 36-inch widths.



210—Wider Garage Door

The Strand Garage Door Division, Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich., has added a nine-foot model to its line of all-steel garage doors.

The exterior features attractive horizontal lines that give it a modern low look. The X-type steel bracing adds rigidity and strength to the one-piece door leaf.

Quickly and easily installed, the new garage unit comes complete with packaged hardware. A galvanized zinc coat, oxidized to provide an excellent paint base, protects the steel door against rust even when it is exposed to weather without paint for weeks, according to the makers.

Other Strand steel garage doors include canopy and receding types and double garage doors that slide on tracks.

NOTES ON MANUFACTURERS

BIRMINGHAM, ALA.: To add 500,000 tons of annual ingot capacity to the steel-making facilities of the Tennessee Coal, Iron and Railroad Company, new open-hearth furnaces and certain auxiliary equipment will be installed at the Fairfield works, President Robert Gregg has announced. The additional capacity is expected to be available within 24 months after the work is started. To receive shipments of foreign ore, TCI's port terminals at Mobile, Ala., will be provided new transfer facilities.

PALMER, MASS.: The White Aircraft Corporation's plant here, recently made available for manufacture of United States Plywood Corporation products, is now working almost exclusively for the armed forces, J. Bryan Williams, Jr., vice-president of the plywood company, announced. Products being made include honeycomb building panels, portable Arctic shelters and vans, plastic Glasweld tubing and piping and radomes, and carrying cases of Armorpoly, which is thin metal bonded to plywood.

HOPEWELL, VA.: The Virginia Perlite Company plans to install a perlite-ore expanding plant here.

PARKERSBURG, W. VA.: The third enlargement in three years in the Penn Metal Company's plant here has been started. The addition will accommodate increased manufacturing facilities for Penmetal lath and accessories.

CLARKSBURG, W. VA.: A fourth tank and two drawing machines have been added to the Pittsburgh Plate Glass Company's plant here.

YOUNGSTOWN, OHIO: Trimedge, Inc., has added a 1,250-ton hydraulic extrusion press to its plant for stepping up production of its aluminum decorative moldings.

DALLAS, TEX.: The Perlite Products Corporation will begin producing Permalite, a lightweight plaster aggregate, here within about 60 days.

FORT DODGE, IOWA: The Celotex Corporation has acquired the properties of the Wasem Plaster Company here. The addition of this plant to the Celotex operations will increase the amount of gypsum products available for this area.

HOUSTON, TEX.: The Aluminum Products Company, started three years ago by George W. Strake, has moved into a new, larger building that covers half a block. About 50 new employees were added.

BATON ROUGE, LA.: The King Lumber Industries, Inc., has been sold to the Central Lumber Company, Inc., also of Baton Rouge. The sale includes land, offices, furniture, two dry kilns, a planing mill, and lumber storage yard.

LEMBA, BELGIAN CONGO: Carl Wheeler, production specialist, arrived here recently to supervise the

United States Plywood Corporation's new mill for manufacture of Korina and other veneers.

TAMPA, FLA.: The Cook Lumber Company has been licensed to use the processing patents of the American Celcure Wood Preserving Company.

CINCINNATI, OHIO: NuTone, Inc., has completed a new plant addition exclusively for production of the new Westminster chime clocks and NuTone ventilating fans.

Among the Wholesalers

ATLANTA, GA.: The Atlanta Oak Flooring Company, 920 Glenwood Avenue, S. E., has been appointed by Kaiser Aluminum and Chemical Sales, Inc., as its jobber in the Southeastern states that AOF serves building supply dealers.

BIRMINGHAM, ALA.: Jack Yauger and Company, engineering sales and building products wholesalers, have moved to a new building at 2930 Seventh Avenue South.

OSBORNE, KAN.: The Michaelis Mill Work Company, latest addition to the Hardman Lumber Company, held its formal opening recently.

EL PASO, TEX.: The Atlas Building Products Company has been formed by John P. Sheehan as a sales outlet for products of the Atlas Lime Company, Inc.

GREENVILLE, S. C.: The Greenville Builders Supply Company has been incorporated to wholesale a variety of building materials.

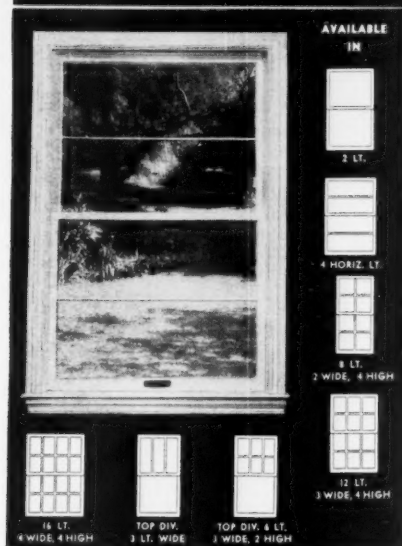
Sash, Window Standards

In cooperation with the Commodity Standards Division of the United States Bureau of Standards, the National Woodwork Manufacturers Association has published "Standard Stock Ponderosa Pine Windows, Sash, and Screens."

The purpose of the booklet is to establish specifications for standard sizes, layouts, and construction of stock windows, sash, and screens. It specifies that all except cupboard sash must be preservative-treated at the factory according to NWMA standards.

The booklet is a supplement to "Standard Stock Ponderosa Pine Doors." It can be obtained for 15 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

FACTORY FITTING — and what it MEANS



WEATHER STRIPPED **Thrif-T** WINDOW UNITS

By "Factory Fitted" we mean that each Thrif-T Frame and Window member is carefully and accurately machined and cut AT THE FACTORY — so that EACH PART WILL FIT PERFECTLY WITHOUT STOPPING (on the job) TO SAW, PLANE OFF, RIP, etc.

In order to achieve Thrif-T money saving ease and speed of installation as well as the Thrif-T All-weather, NEVER-STICK ease of operation, two basic conditions must be met: (1) The entire sequence of operations must be carefully planned (See "Install in Twelve Minutes" below); (2) All parts, including weatherstrip, must be cut to EXACT SIZES and fabricated with painstaking precision. Each shipment contains simple and complete instructions.

- Factory Fitted
- Easily and Quickly Installed
- Completely Weatherstripped
- Easy, Quiet Operation — Never Sticks
- Lasting Spring Balances
- Fit Frame, Brick Veneer Masonry Walls
- Treated for Long Service Life
- Attractively Priced



Install in Twelve Minutes **NO** PLANING THEY OR SAWING FIT

Detailed Instructions are included in EVERY Shipment

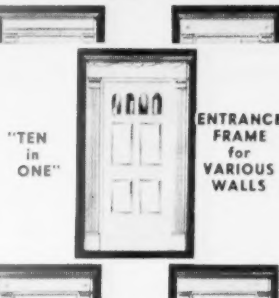


For FRAME WALLS ONLY



OTHER Thrif-T WOODWORK for the HOME
CARRIED IN STOCK

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| Thrif-T PICTURE WINDOW UNITS | Thrif-T TWIN CASEMENT UNITS | Thrif-T WARDROBE |
| • Thrif-T BAY WINDOW UNIT | • Thrif-T TWIN KITCHEN CASEMENT UNITS | • Thrif-T WINDOW & DOOR TRIM |
| • Thrif-T DE LUXE PICTURE WINDOW UNITS | • MT. VERNON MANTEL | • E-Z-UP OVERHEAD GARAGE DOOR UNIT |
| • Thrif-T BASEMENT UNIT | • No. 960-R CORNER CHINA CASE | • Thrif-T DISAPPEARING STAIRS |
| | • No. 1332 ATTIC LOUVER | • Thrif-T TELEPHONE SHELF |



This DRIP CAP* is Standard



on both "4 in 1" and "Ten in One"

WRITE for NAME of NEAREST JOBBER

Individual taste of owner is satisfied by 10 design choices SEEN and CHOSEN on the job. Five head variations plus plain or fluted pilasters (pilasters are reversible). For frame, brick veneer or masonry walls. Ponderosa Pine, Toxic Treated. Oak Sill.

*insures adequate drainage; requires no flashing



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer.

ROACH & MUSSER CO. MUSCATINE IOWA

ASSOCIATION ACTIVITIES

Oklahomans to Hear Mason and King

First-hand reports of developments in Washington of interest to building material dealers will be made by Norman P. Mason and Joe King at the fourth annual convention of the Oklahoma Lumbermen's Association in Oklahoma City October 17-18.

Mason, who is chairman of the Construction and Civic Development Department Committee of the United States Chamber of Commerce and past-president of the National Retail Lumber Dealers Association, will cover the over-all current picture for dealers. King, who is legal counsel for NRLDA in Washington, D. C., will explain new and pending legislation affecting the industry.

Other speakers at the fourth OLA convention will include Dewey Neal, advertising director of the *Oklahoma Farmer-Stockman*, and Oscar Monrad, vice-president of the First National Bank and Trust Company in Oklahoma City and chairman of the Oklahoma Industrial Development Council.

More than 135 exhibits of building materials and services will be on display at the convention headquarters, the Municipal Auditorium, during the two days.

Entertainment at the ladies' party, men's party, and gala banquet will be by show personalities from New York, Hollywood, and Dallas, according to Frank Carey, Jr., of the local Carey Lumber Company, who is chairman of the convention. Walter Hinton is president of the association.

Take the Kiddies, Too

A nursery will be set up at the Hotel Galvez in order that dealers and wives attending the 1951 convention in Galveston of the Lumbermen's Association of Texas can bring small children.

For a small fee, experienced ladies will take care of the chil-

dren during the day in the nursery. In the evening, sitters will be provided.

Smith Kirby, general chairman of the San Antonio dealers and father of young children, suggested the nursery service.

Fall Meetings Set for National Jobbers

Dates and locations for the fall meetings of the four sections of the National Plywood Distributors Association and its affiliate, the National Building Material Distributors Association, have been announced by Managing Director B. E. Babbitt.

The Southern section meetings will be held at the Tides Hotel, Redington Beach, Fla., November 4-7. It has been named the Bill Logan Special in honor of W. W. Logan, of Tampa, Fla., president of NPDA.

The Western meetings will be held at the Olympic Hotel, Seattle, Wash., October 18.

The Midwest meetings will convene at the Edgewater Beach Hotel, Chicago, Ill., October 23.

The Hotel New Yorker in New York City will be the scene of the Eastern meetings on October 27.

Perlite Institute Elects New Officers

J. John Brouk, of the Precast Slab and Tile Company, St. Louis, Mo., was elected president of the Perlite Institute at its annual meeting in St. Louis, September 14-15. Kirk E. Hazelton, of the Cleveland (Ohio) Gypsum Company, is vice-president, and Wharton Clay, of New York City, is secretary-treasurer.

The institute adopted further standardization of perlite plaster aggregate and recommendations for new techniques in pouring perlite cement concrete with or without air-entraining agents.

Secretary Clay reported that the organization now has 37 members



NRLDA LEADER

Clyde A. Fulton, above, is slated to be the new president of the National Retail Lumber Dealers Association. Owner-manager of the Colburn-Fulton Lumber Company in Charlotte, Mich., he has served as vice-president during the past two years. By rotation of the top dealer positions in NRLDA, a Southeastern dealer is expected to be elected to succeed Fulton as vice-president. Full details of the NRLDA annual meeting at Houston will appear in the November issue of S'B'S, as reported by our Southwestern editor, Baron Creauger, of Dallas, Tex.

in 21 states, who make perlite aggregates available by short haul to all major construction centers.

New Virginia Editor

Miss Barbara Beattie has joined the staff of the Virginia Building Material Association as editor of its *Bulletin*.

Miss Beattie graduated from the school of journalism of the University of Richmond last June. According to Secretary Harris Mitchell, she's proving "a good, capable assistant."

DRY WALL CONSTRUCTION

**Greatest Advance in
300 years
of Building Construction**



• Today architects, builders and home owners recognize the basic fallacy of *wet walls*—and the subsequent dangers and annoyances of cracked and falling plaster. Repeated surveys record the rapid growth in demand—by home owners—for the common sense, up-to-date method of building . . . *dry wall construction*.

For the past 32 years Homasote has been steadily replacing plaster and has now been used in millions of dollars of private homes. Constantly pioneering in the development of dry wall construction, Homasote Company has invested more than \$500,000 in research since 1936.

Dry wall construction—with Homasote Big Sheets—offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints

are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are minimized; many fewer handling operations; many fewer nails . . . In a single material you

If *Ramesses* had had Homasote . . .

instead of plaster, dry walls and ceilings would now have been the *accepted method*—it would have been impossible to gain acceptance for a material that creates the annoyances, expense and perils of cracked walls and falling ceilings.



provide lasting insulation value and great structural strength . . . You build a quieter home, free from dampness—with dependable insurance against musty closets and mildewed walls . . . You provide added protection against a hot fire. Loosely compacted or non-fibrous products fall from the wall when the hose is applied. The whole wall is thus opened up. Repeated cases show that Homasote (highly compacted wood fibre) stays on the wall, protects the studs against charring.

Dry wall construction—with Homasote Big Sheets—means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Use the coupon below to secure performance data and illustrated literature on Homasote and allied products.



**... oldest and strongest
insulating and building
board on the market**



SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY • DEPT. 85, Trenton 3, New Jersey

Send me literature as checked:

Standard Homasote (Big Sheets)	<input type="checkbox"/>	Sote Asbestos Board	<input type="checkbox"/>
Striated Homasote (Tiles and Panels)	<input type="checkbox"/>	The Nova Roller Door	<input type="checkbox"/>
Wood-textured Homasote (Panels)	<input type="checkbox"/>	The Nova-Shingle and the Nova-Speed Shingling Clip	<input type="checkbox"/>

Name (Please print in pencil)

Address

City & Zone State

Group Insurance for Mississippians

The Steering Committee of the Mississippi Retail Lumber Dealers Association has awarded the contract for group life and hospitalization insurance for its members to the Home Life Insurance Company of New York.

The group program will be available in two parts. The first is group life and hospitalization insurance for member owners and their employees. The employer will pay the whole premium for this.

Hospitalization coverage will be available to the employees for dependent family members. The employee will pay for this protection.

E. B. Lemmons, secretary-treasurer of the Mississippi Retail Lumber Dealers Association, points out that the group insurance plan "makes available to the employee this hospital care for his dependents at a far less cost than if he

had to take out a policy on his own hook. It covers an employee's whole family regardless of the number of children he has. It does not cost a man with 10 children any more than it does a man with one child."

All employees of participating families will be insured regardless of physical condition. Thus, some personnel will become insurable who could not qualify for individual life insurance.

Meanwhile, the Southwestern Lumbermen's Association announces that it has had its policy with the John Hancock Mutual Life Insurance Company amended to permit employees called into military service to continue their group life-insurance coverage, and also to maintain hospitalization and surgical benefits for the dependents of such employees.

Coverage for dependents has been added to the group insurance program now available to members of the Southwestern Lumbermen's

Association for their employees.

Dependents' hospitalization, special services, and surgical expense have been added to the employee life insurance, accidental death and dismemberment insurance, hospitalization and special services, and surgical expenses already available.

Taylor Heads Houston Retail Association

Ed Taylor, head of the Taylor Lumber Company, last month was elected president of the Houston Retail Lumber Dealers Association. He succeeded William D. Parker.

Other new officers of the Houston retail organization include D. M. (Boot) Nichols, vice-president; William D. Allison, membership secretary, and Past-President Parker, chairman of the board.

Frank Murphy was re-elected chairman of the advisory board, and Harold J. Skinner continues as secretary-manager.



"Kelly the Truck" Is 33 and STILL HAULING LUMBER

IN TERMS of service, Kelly the Truck is the oldest "employee" of the L. J. White Lumber Company in Hutchinson, Kan. And noisily blundering down the streets at its top speed of 12½ miles an hour, 33-year-old Kelly makes a good advertisement for White's lumber.

It has been used continually since 1917, although the Kelly-Springfield company that made it has long been out of business. Until a few years, Kelly was used as a quick-delivery vehicle but it is now used mostly for hauling lumber from team tracks.

Kelly has no windshield or lights. The brass radiator is behind its four-cylinder motor. Gears

work opposite those of modern cars, and the steering wheel juts up stiffly. The solid rubber tires have been replaced only once—in 1927—at a cost of \$117. Parts have

to be improvised since they are no longer manufactured.

Although it weighs 7,800 pounds and carries a load up to five tons, the truck uses little gas, according to Harold J. Schroll, truck manager of the White yard.

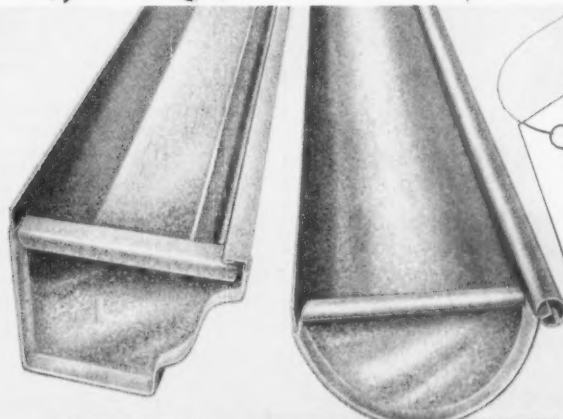
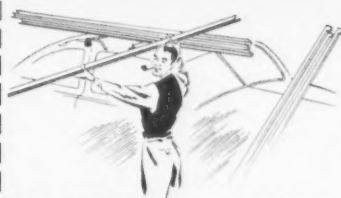
On the circular brass plate where the dashboard should be are the instructions: "Drain oil and flush once a week, and each morning examine all steering connections and keep them adjusted."

Sitting on Kelly in the top picture are Harold Wells, left, and Manager H. E. Schroll, while Harold Schroll sits in the driver's seat.

To help Kelly handle the White Lumber Company's increasing volume of business, the firm recently purchased the 38,000-pound-capacity International truck in the lower picture.



They pick 'em up... Take 'em home... Put 'em on!



REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

- A high percentage of your store customers need gutter replacements—they know it.
- The beauty of Reynolds gutters on display stops them.
- Rustproof permanence at half the price of other rustproof materials sells them. No painting.
- Slip joints—no soldering—means they put 'em up themselves, or get a handy man to help.
- They're light weight—easy to take home. Customers walk away with them.

This rustproof gutter package adds up to important profits—a high unit dollar sale. And it speaks for and sells itself. It's the world's best buy in rustproof gutters.

Stock that trial order now, with powerful sales aids including color display with cross section sample. Also envelope stuffers and folders.

Reynolds Metals Company,
Building Products Section, Louisville 1, Kentucky.
Offices in 32 principal cities.

**Here's a pick-up
Rustproof Gutter
package for your
cash and carry trade**

TRIAL ORDER

- 25 10' Eaves Troughs
- 6 Outside Mitres
- 3 Inside Mitres
- 15 Sections with Outlet
- 45 Slip Connectors
- 18 End Caps
- 90 Hanger Straps
- 15 75" Round Elbows (18 for Ogee)
- 15 10' Conductor Pipe
- 25 Conductor Pipe Bands
- 9 Strainers
- 5 lbs. Aluminum Nails
- 3 1/2 pt. cans Mastic
- 1 Almastigun

\$122.56 for Half-Round

\$138.40 for Ogee

(Prices vary slightly with location)

Call your jobber now, or address us direct!



MAIL THIS COUPON!

Reynolds Metals Company
Building Products Section
2026 S. Ninth St., Louisville 1, Ky.

Send me full information on

☐ Gutters;

☐ Flashing;

☐ Nails

Firm Name _____

My Name _____

Address _____

REYNOLDS ALUMINUM

Sweet Anticipates Buyers' Market?

C. B. Sweet, president of the National Retail Lumber Dealers Association, predicted that the supply of building materials will come into balance with requirements within a relatively short time and probably will exceed the demand next year.

"While the defense production program will reduce the supply of

building products which utilize steel, copper, and other metals, the reduction in output will not be as great as the probable decline in demand, unless mobilization plans are accelerated well beyond present estimates," Sweet said.

"The production and supply of many other building products which do not involve strategic materials should be entirely ample next year, and there may be an oversupply in some lines.

"The government has indicated

that it will encourage as large a volume of building as it consistently can from now on, so that construction, which is the nation's largest non-agricultural industry, can continue to provide large-scale employment and help maintain the civilian economy.

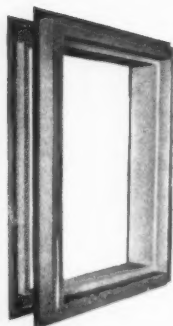
"The defense program during the current fiscal year will not require more than about 5 billion board feet of lumber, including 3.5 billion feet for boxing and crating, according to the Department of Defense, and that is only about one-eighth of the probable production.

"In addition, defense production is not expected to take away from construction more than about 10 per cent of the steel used this year. Thus, while there will be a fairly substantial cutback in building during the next year, the volume may well come up to the level of 1949, which was considered a highly satisfactory year in construction."

One-der Window and Door Frames

Patents Pending

Complete One-Piece Metal Frames for any type of Construction

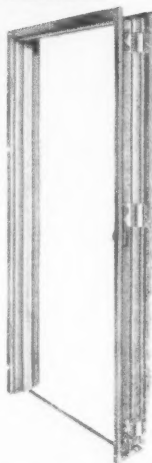


"Build the wall around it"

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate. They are easily finished in light colors with one additional coat.

Handsome appearance, speed of installation, economy—all combine to give satisfaction to builders.



SAVE TIME! SAVE COST!

Available for Rapid Delivery

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ONE-DER FRAME
Corporation

New name for
One-der Window
Sales Company
adopted Oct. 1

2109 Third Ave., North

Birmingham 3, Ala.

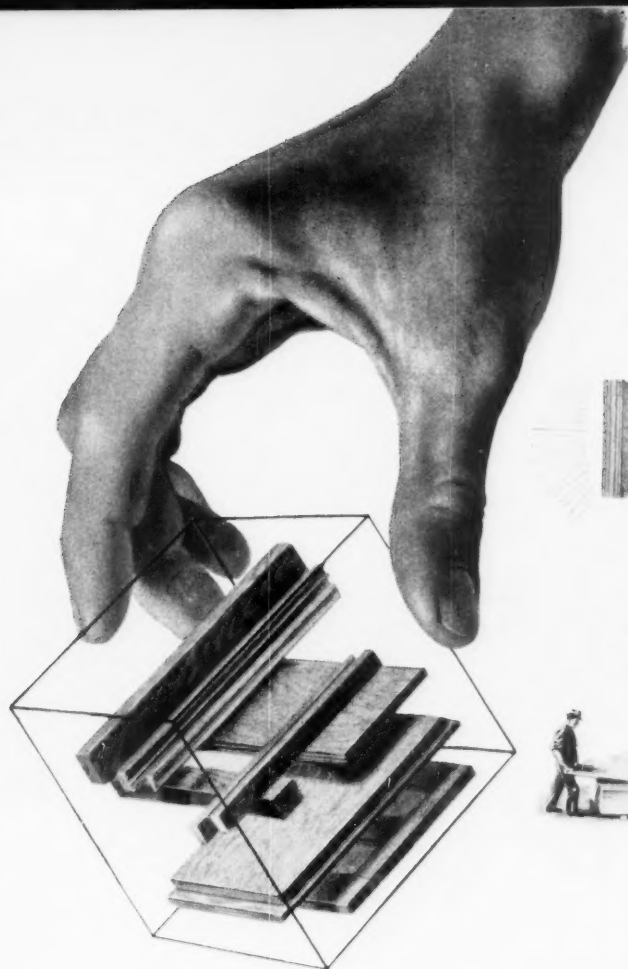
Telephone 3-1267

Blueprint Price Hike

The price per set of blueprints for the first two sets of a home plan bought from the National Plan Service, Inc., will be increased on November 1 from \$7.00 to \$8.00, according to an announcement by Roy Winters, president.

"We deeply regret that it is necessary to advance our prices. We have done everything in our power to hold them to \$7.00 per set, in spite of heavy cost rises. But it has finally become necessary to raise the price from \$7.00 to \$8.00. The third and additional sets will continue to be priced at \$4.00 each."





Georgia-Pacific, one of the nation's largest producers of plywood, lumber and doors, is geared to help you buy and sell more efficiently, more profitably — brings you such profit-making special products as these:



GPX Plastic-faced Plywood—GPX is revolutionizing many industrial and construction applications. GPX is hard, rigid, tough, satin-smooth, and durable . . . yet it retains the natural warm beauty and easy workability of wood. Available in four grades: 1) GPX Concrete Form, 2) GPX Painting Grade, White (interior), 3) GPX Painting Grade, Brown (exterior), 4) GPX General Use (natural finish).

G-P Scarfed Panels—Literally "a new dimension" in plywood, these giant-sized Scarfed Panels come in lengths of 12', 14', 16' and up, and have been made as large as 10' x 72'. They are saving time and labor in many applications.

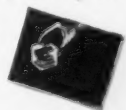


G-P Crownply—Crownply, the superior decorative hardwood plywood is sanded two sides with faces matched for color, $\frac{1}{4}$ " to $\frac{3}{4}$ " thick. Made with either urea or phenolic resin binders in Gum, Walnut, Tupelo, Poplar, Birch, Maple, Oak, and Exotic Woods.

G-P Plysheet—Plysheet, the processed Southern hardwood plywood, is virtually warp-free! Strong and durable . . . takes nails at edges . . . perfect for all sheathing, roof-decking, sub-flooring, and as a general utility panel.

G-P Panel and Flush Doors—All standard patterns in top quality panel and flush doors. Call your nearest Georgia-Pacific office or wholesale warehouse for prices and specific information.

Send for 20-page booklet, "A New Dimension", which describes Georgia-Pacific's time-saving, cost-saving services. Write Georgia-Pacific Plywood & Lumber Co., 1212 Southern Finance Bldg., Augusta, Georgia.



GEORGIA—PACIFIC'S "new dimension" spells profits for you



GEORGIA—PACIFIC
PLYWOOD & LUMBER CO.

*Douglas Fir Plywood
GPX Plastic-faced Plywood
Crownply Hardwood Decorative Plywood
Plysheet Hardwood Warp-free Plywood
Giant-sized Scarfed Panels
Panel and Flush Doors
Cypress and Redwood Lumber
Western Fir and Pine Lumber
Southern Pine Lumber
Western and Southern Mouldings
Southern and Appalachian Hardwoods
Residential and Factory Flooring
Treated Lumber and Timbers*

Home Office: 1212 Southern Finance Bldg., Augusta, Ga.

OFFICES:
AUGUSTA • CHICAGO • NEWARK • OLYMPIA • PORTLAND

WHOLESALE DISTRIBUTION WAREHOUSES:
BOSTON • CHICAGO • COLUMBIA • PHILADELPHIA
PORT NEWARK • RALEIGH • RICHMOND • SAVANNAH

CREDIT POLICY

(From page 26)

\$100 and lawyer's fee to our loan. The mortgagor was happy to have all his eggs in one basket, and we financed his remodeling job with a long-term loan at 6 per cent.

Interest rates charged by Dilworth vary with the individual applicant. Main considerations in

setting rates are local competition for the loan and the customer's ability to pay. The dealer is more interested in helping mortgagors to meet their payments without difficulty than he is in seeking additional profits through high interest rates.

Dilworth's controlled credit policy also calls for at least 2-for-1 security on every loan. He feels that with 2-for-1 security he always has a good loan, regardless

of fluctuating property values. Besides, he says, the mortgagor is not as likely to procrastinate on his payments under these terms.

The Alabama lumberman makes both long- and short-term loans, but he'd rather make a good long-term loan any day. He maintains that the marriage of a long-term loan to a responsible mortgagor is the best match a building supply dealer can make.

DEMURRAGE COSTS

(From page 31)

ments with suppliers, as explained above.

"With an average of three freight cars a day being unloaded in our yard, demurrage charges can mount up fast," the Skyline official explains. "And now that Saturdays and Sundays again are included in computing demurrage charges on all freight cars after free time has expired, we need not only to push our personnel to unload cars rapidly but we also must have this double record of the arrival and departure of flats, boxes, and gondolas.

"It's surprising how simple it is to use this recording system—and how much grief and charges it saves our firm!"

"LITTLE" BUYERS

(From page 28)

their appearance or of the size of their orders. Salesmen who don't fit this pattern don't stay.

In this section of Oklahoma, according to the elder Sanders, it is common practice for the customer to do his own loading when he buys a small amount of lumber. But F. J. Sanders—who has sold millions of board feet of lumber during his lifetime—is happy to tie one short piece on a customer's car. In fact, no Sanders customer ever has to do his own loading.

Roy Sanders holds courteous treatment of anyone who enters the store responsible for the continuous rise in volume enjoyed by the Miami branch since it was opened three years ago. It is responsible for making both stores just what the Sanders team wants them to be—places where people enjoy shopping.

LESLIE LOUVERS

LARGEST Air Capacity

... LOWEST Overall Height!

LOW PROFILE
only 4½" high
BETTER
APPEARANCE
Assures
CUSTOMER
ACCEPTANCE



Patented Baffle
and Drip Cap keeps
out snow, rain

BOOST YOUR VENT SALES
with **PATENTED FEATURES** of
LESLIE ROOF and WALL LOUVERS

Your customers need **BIG** louvers to move hot air out of attics—louvers designed to speed natural air movement without employing costly fans, blowers, etc.

LESLIE Slant Roof Louvers are the largest capacity louvers designed to fit any roof—one size handles all hip roof ventilation requirements. Easily installed—patented features include overflashing below screened opening and DEEP baffle inside to stop wind-driven rain. Has 3" flange all around. Made in ALUMINUM, GALVANIZED STEEL and 16 oz. COPPER.

FLUSH FLANGE WALL LOUVERS

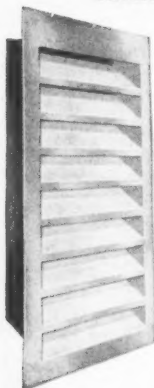
8" x 8", 8" x 12", 8" x 16", 12" x 8", 12" x 12", 12" x 16", 12" x 24", 14" x 8", 14" x 24", 18" x 18", 18" x 24", 24" x 8", 24" x 24", 24" x 30"

For frame, brick or veneer walls—easily installed. Front edges of louver vanes flush with frame. Rear edges turned up for extra protection against driven rain. Aluminum or galv. steel.

SELF FRAMING BOX FRAME LOUVERS

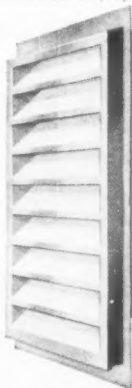
For new construction or on re-siding jobs—integral center flange provides a sealing and attaching surface to sheathing underneath siding. Frame channels provide rigidity and eliminate dirt-catching corners where louver vanes and sides meet. A drip edge at the bottom and a sloping top are other exclusive features. 5 sizes from 8" x 8" to 12" x 18". Made in galvanized steel and aluminum.

Write today for catalog and prices. Your orders will receive our prompt attention.



FLUSH FLANGE WALL LOUVER

VFA Series (aluminum)
VF Series (galv. steel)



CENTER FLANGE WALL LOUVER

VBA Series (aluminum)
VB Series (galv. steel)

LESLIE WELDING COMPANY

2935 W. Carroll Ave.

CHICAGO 12, U. S. A.

IN A HURRY ? *

*Hermitage Cements are packed and
sent on their way faster than ever now.
We've improved our layout—
modernized our service—all to insure
speed and accuracy on your order.



Hermitage Portland Cement Company • AMERICAN TRUST BUILDING, NASHVILLE 3, TENN.



PORTLAND

HIGH EARLY STRENGTH

AIR ENTRAINING

MASONRY

OCTOBER, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

HOME SHOW

(From page 30)

to sprout. The final touch was Goodson's charming young wife, Betty, who acted as hostess during the entire affair.

The Seth-sponsored one-story, ranch-type home is situated in Eastwood Homes, their new subdivision. Like all of the houses in this new area, the demonstration home is set back from the road in a group of pine trees. It is painted light yellow.

One bedroom was furnished as the master bedroom. Another was shown as a children's room. And the third was made into a den to show a greater variety of furniture.

Even before Home Week was half over, inquiries had started coming in about the bamboo folding door between the kitchen and dining area and about various other materials.

"All during last year, customers occasionally asked to see a product 'like the one in the model home,'" Goodson says.

Although this year's plans were tempered somewhat by the international situation, and no door prizes or souvenirs were offered, the number of visitors through the Seth model home was estimated at 2,000.

"Last year we gave away small souvenirs, which drew many school children and others not really interested in building a home," Goodson recalls. "But since nothing was offered free this year, we feel we had a record crowd. Most of them seemed genuinely interested."

In addition to the free newspaper publicity, Goodson presented National Home Week plans to the local Kiwanis Club.

Between the 1949 and 1950 Home Shows, the Seth Lumber Company started its first speculative building and completed about 50 homes in the vicinity of Lincolnton.

"The first model home caused so much enthusiasm among local people that we started building four or five houses at a time, selling them before completion," Goodson says. A project of 12 houses was built at Stanley, just

outside Lincolnton, and another project was started at Boger City.

The Seth firm started the first FHA-approved development in Lincoln county.

Eastwood Homes, the largest and newest development, is a wooded area. The homes are placed at angles and at varying distances from the road, rather than jammed in a straight row as in many projects. They also vary in size and design so that the area as a whole does not have the "development" appearance. Several are painted with pastel colors, and the firm soon plans to finish one in a "pinkish" shade.

The Seth homes are designed by T. H. Howard and Paul Gabriel, Jr. Howard, who joined the company two years ago, is in charge of construction. The millwork is done in the Seth plant.

Some of the work on the homes is done by Seth Lumber Company personnel, but much of it is let to sub-contractors. "This keeps us on friendly terms with these sub-contractors, who in turn come to us for materials on their private jobs," Goodson points out.

Most of the two-and three-bed-

Not Mañana ..

TODAY! is the time to get
EXTRA SALES with the Premier

"201"

Sales Promoter

Free!

*This Display Rack with the
Purchase of 504' of ...*

EXTRUDED ALUMINUM MOULDINGS

METAL TRIMS, INC.

P.O. BOX 1072 YOUNGSTOWN 1, OHIO



room houses range in price from \$6,000 to \$8,000. Some special homebuilding jobs have run as high as \$30,000.

When asked whether he thought Home Shows were worth the trouble when materials are not hard to sell, Goodson emphatically replied "Yes!"

"We are building public goodwill as well as showing what quality materials we carry and how effectively we can construct a house. Some day, materials may be harder to sell and competition may get keener here. We are definitely establishing our company here as 'building headquarters.'"

More Dixie Cities to Use Natural Gas

New Federal Power Commission authorizations for additional pipeline construction in the South will permit seven more major cities in the area to tap the nation's wealth of natural gas. At least 10 other important Southern cities are covered by applications pending before the commission.

The Commonwealth Natural Gas Corporation, Lynchburg, Va., has already been authorized to supply natural gas via pipelines to Charlottesville, Richmond, Petersburg, Suffolk, Portsmouth, Norfolk, and Newport News, Va. Other key cities scheduled to receive natural gas shortly are Baltimore, Chattanooga, Knoxville, and Nashville.

Still pending government approval are proposals to extend the pipeline to cities in South Carolina, North Carolina, Louisiana, Georgia, and Florida. If granted, this would mean availability of inexpensive natural gas throughout the entire South.

More than 1,000,000 commercial firms and 50,000 industrial plants in the nation use natural gas.

"This boom in gas demand by industrial customers," according to W. Paul Jones, president of Servel, Inc., "is revitalizing the business potential of plumbers, equipment dealers and distributors, and heating contractors."

"Architects and builders are becoming aware of the necessity to provide sufficient gas connections in new homes, much the same as they provide sufficient electrical connections as standard items."

Mr. Dealer

WHY DON'T YOU SELL GLASS



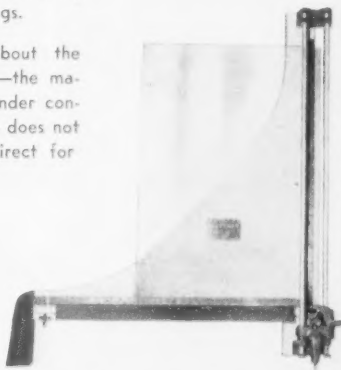
No longer do you have to depend on one or two individuals in your organization to handle glass sales. Now any of your employees, either man or woman, can sell a customer a piece of glass cut to his exact requirement. All you need is a FLETCHER Automatic Glass Cutting Machine.

THE FLETCHER GLASS CUTTING MACHINE SAVES SPACE — SAVES BREAKAGE — SAVES TEMPER

First of all, this machine will save valuable floor space in your glass department. Unlike the horizontal cutting table this machine mounts vertically on your glass rack or wall.

It has been approved by the City of New York Bureau of Weights and Measures for accuracy. The glass to be cut rests on a metal straight edge which is not subject to wear and a vernier adjusting mechanism insures a true square cut. Full length rules are adjustable and the pressure on the cutting wheel is also adjustable. All major moving parts are equipped with ball bearings.

Ask your jobber salesman about the FLETCHER Glass Cutting Machine—the machine that actually cuts the glass under controlled even pressure. If your jobber does not handle the FLETCHER, write us direct for complete information.



THE FLETCHER-TERRY COMPANY 474 SOUTH STREET FORESTVILLE, CONNECTICUT

DEALERS

in the NEWS

SOUTH CAROLINA

ANDERSON: The Anderson Lumber Company was recently granted a charter of incorporation to operate a general wholesale and retail building supply business.

GAFFNEY: Grady G. Turner has bought C. L. McLaurin's interest in the Gaffney Lumber Company. Turner and McLaurin have been co-managers of the plant since it was started in 1940.

OKLAHOMA

SEMINOLE: Roy Maxedon and John Lenoir have rebuilt the front of the Maxedon Lumber Company.

TEXHOMA: The Comley Lumber Company has purchased controlling

interest in the Texhoma Lumber and Supply Company from George L. Aycock, Jr. The Comley chain includes 10 yards in Oklahoma and Kansas.

CLEVELAND: The Benson Lumber Company has bought its tenth yard, the Rounds-Porter Lumber yard here.

DUNCAN: Duncan Wood Products, Inc., has added a new planing mill.

HEAVENER: A new office building is being built for the Addison Lumber Company. It will have a modern buff brick front, with red brick being used for the remaining sides.

TULSA: The Hanna Lumber Company soon will have a new lumber mill, storage yard, and retail store at Eleventh Street and Hudson Avenue.

TEXAS

CROCKETT: The Citizens Lumber Company, Inc., recently opened here. Incorporators are George Caton, Edlry Caton, and C. W. Kennedy, Jr.

NEW ULM: The Turner Lumber Company has leased a site here to open a lumber yard. It will sell general building materials and oil-field supplies. J. F. Walker also will open a yard here, to be known as the New Ulm Lumber and Oil Supply Yard.

SWEETWATER: The May Brothers Lumber Bin has completed remodeling and enlarging the building and storage facilities. The two Mays opened the firm after their discharge from service in 1945.

BLANCO: Marcus Burg, of Stone-wall, has bought the Cage and Fulcher Lumber Company here. Burg says the company, which now bears Burg's name, is prepared to do contracting.

MCKINNEY: Mrs. Doyle Lindsay, manager of the Grogan Lumber Company, says the new 34-by-70-foot annex to the building is complete. The addition houses a woodwork shop and a storage room.

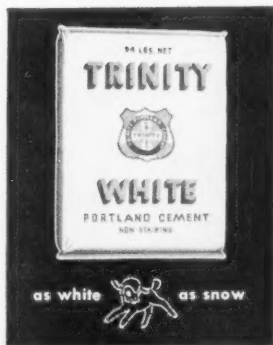
ROSEBUD: Leroy Baca has been promoted to manager of the local branch of the Bruce Campbell and Son Lumber Company. Baca has worked in all departments of the

extra
white

→ TRINITY WHITE
Portland Cement

Your trade knows and likes Trinity White—the *whitest* white cement. Advertised consistently for years to architects, contractors and craftsmen, Trinity is a true portland cement that meets Federal and ASTM specifications. Trinity is a brilliant white. With pigments added, it gives clean pure colors. There is a constantly growing market for Trinity White in volume sales and miscellaneous calls. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago. Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

TRINITY WHITE is a true Portland Cement



company, having started as a lumber unloader.

TEMPLE: Ross Kinslow, general manager of the Cloud lumber yards, has announced the appointment of Allan Hamilton as manager of the Killeen Lumber Company here. Bill Bremser was made his assistant.

MARSHALL: The Pioneer Lumber Company was opened here last month. Co-owners of the new enterprise are B. L. English and Bob Pettitt.

DEPORT: Paul Wood has sold his interest in the Wood-Kelsey Lumber Company to his partner, Joe Kelsey. The partnership was formed in 1946 after the purchase of the W. W. Pryor Lumber Company.

EL PASO: The Rise and Wormser Lumber Company has been granted a charter.

PAMPA: Jack Sullivan, former manager of the Panhandle Lumber Company here, has moved to Wichita as purchasing agent for the Houston Lumber Companies.

KANSAS

IOLA: Paul Klein celebrated his 94th birthday September 7. Klein is the oldest active businessman in Iola and is at his office at the Klein Lumber Company every day.

DODGE CITY: Bob Lamme, vice-president of the Lindas chain of yards, recently announced the closing of the Lindas yard here. The stock has been sold to other lumber dealers.

MILTONVALE: C. A. Graham recently celebrated his 50th year in the retail lumber business. After purchasing the Chicago Lumber Company, which he joined in 1900, Graham founded the Miltonvale Lumber and Coal Company in 1920.

BELOIT: Work has started on a new lumber shed and warehouse for the Beloit Lumber and Coal Company, according to Manager J. F. Nickel.

OSAWATOMIE: Ben Chrisjohn has left the Leidigh and Havens Lumber Company here to manage the company's yard at Delphos.

HARDTNER: The Rounds and Porter Lumber Company recently held its first "open house" as a goodwill gesture. Each visitor received a souvenir; the ladies were presented dipped bud vases.

MINNEAPOLIS: Joseph Harper is new manager of the Leidigh and Havens Lumber Company, replacing John Wilcox, who was recalled to the Navy.

SHARON SPRINGS: Keith Morgan has been transferred to Colby as manager of the Foster Lumber Company's yard there.

LEOTI: C. E. Merriweather, manager of the Foster Lumber Company,

reports that work is progressing nicely on a new building to replace the old offices and store.

GOODLAND: C. A. (Barney) Heston has retired as manager of the Hardman Lumber Company. His father, Marsh Heston, managed the firm from 1905 to 1923, and his mother took over management until 1939. . . . Jack and Philip Nicholson have moved the Nicholson Brothers lumber yard offices to a new building on Washington Street. Jack and Philip are the third generation of Nicholson brothers to operate the firm.

MOUNT HOPE: Fred W. Mount, of

Wichita, has purchased the local yard of the J. W. Metz Lumber Company. The firm reopened recently under the name of Mount Hope Lumber and Supply Company.

OVERLAND PARK: The P. J. Byrne and Son Lumber Company, a family business in existence here for over 60 years, has been sold to a grandson of the founder and Louis Schutte and sons. Schutte, who has been in the lumber business for over 40 years, says the buildings will be remodeled and that the firm is now known as Louis Schutte and Sons.

WOODSTON: Edward Nech is the new manager of the Hardman Lum-

NATIONAL



WOODWORKS

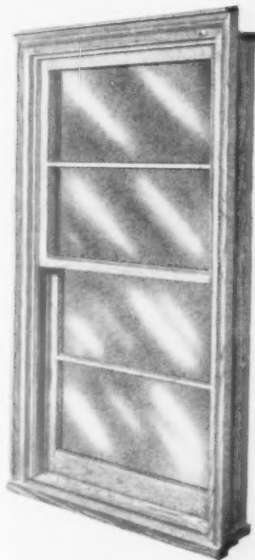
**A Good Deal
for Dealers**

National Window Units

**The Complete Packaged Units
that offer Every Advantage**

National Window Units come complete. Each individual unit arrives at your warehouse with the sash prefitted to the frame, Unique Balances and weatherstripping in place, and the all-aluminum screen ready to set.

The low prices and the easy handling make them easy selling and a favorite with dealers throughout the South.



Prompt shipment on trailer-load quantities.

Write for price schedules and the new catalogue — complete line of Windows, Doors, Millwork.

**NATIONAL
WOODWORKS**

2201 29th Ave., North

BIRMINGHAM 7, ALABAMA

ber Company yard here. Until his promotion, Nech was with the company's Osborne branch.

RUSSELL: The Russell Lumber Company was recently modernized and redecorated.

CHASE: C. A. Evans, manager of the Metz Lumber Company, says his company's new office building will also have display space for builders hardware.

LARNED: The Rounds and Porter Lumber Company plans to build a completely modern building at Third and Main Streets. It will be of buff-colored brick.

TENNESSEE

CHATTANOOGA: Earl Carter, president of the William and Voris Lumber Company, was named general chairman of the Community Chest campaign here.

MISSOURI

CAMPBELL: Miss Wathena Malin was recently married to Gerald Bage, who is associated with his father in the Farmer's Lumber Company.

MILAN: New manager of the Sullivan Co-Op Lumber Company is Paul Drinkard, formerly of Fulton.

ROCKPORT: E. H. Dierks has an-

J. B. Houston Chain Honors Veteran Manager

The J. B. Houston and Son Lumber Company entertained on September 24 with a dinner in honor of Zett Catt, assistant manager of the Lyons, Kan., yard, who has been with the company for 42 years.

Dinner was served at the Lyons Town and Country Club. Present were company officers, managers, and assistant managers who also have long records of service. Frank Laney, Lyons yard manager, has been with the company 31 years; Henry Reed, Gridley yard manager, 28 years; Pat Benningfield, Cunningham yard manager, 20 years; Dan Huber, El Dorado manager, 15 years.

The Houston name is an old one in the lumber field. The business was founded in 1884 by A. C. Houston, who was followed by J. B. Houston. Now the business is headed by Guy A. Houston, grandson of the founder.

nounced the appointment of Hubert Souder as manager for the Dierks lumber yard.

PLATTSBURG: D. F. Ellenberger

has bought a site for the new home of the Ellenberger Lumber Yard. He says the new yard will have a completely modern office and "drive-in" alleys for parking.

PORTAGEVILLE: Melvin Mydland has joined the Portageville Lumber Company as manager. The yard was recently sold by the Huffman brothers to Barton-Mansfield, owners of a chain of yards in southeast Missouri and northeast Arkansas.

ALABAMA

MONTGOMERY: Ill health recently forced M. M. Tresslar to close out his Tresslar Building Material Company at the age of 82.

GEORGIA

WASHINGTON: The name of the Washington Manufacturing Company, veteran material retailers here, has been changed to Johnson Builders Supply.

LOUISIANA

SHREVEPORT: E. L. Berry, a factory-trained expert in color blending, has been appointed manager of the paint department of the Southern Building Supply Company.

ALEXANDRIA: Vic Morgan, Inc.,

4 Big Advantages of ALCASCO Aluminum Casements

1 • FULL 1 1/8" SECTIONS

Available only in Alcasco . . . structurally stronger. Putty retaining groove—built into each section and designed for easy outside glazing.



2 • EXTENSION HINGES

Solid aluminum . . . Sturdy and trouble free . . . Full support. Stainless steel pin assures correct ventilator operation at all times.



3 • INSULATED GLASS

Alcasco Aluminum Casements can be furnished for regular, plate or insulated glass in 1/2", 3/4", or 1" thickness.

4 • INTERLOCKING MULLIONS

Easy to assemble — simple to install . . . Provides a perfect weather seal due to precision fabrication.



PLUS these other Alcasco aluminum casement features

- extruded members are smooth — fit snug at all points
- corners electrically flash welded — greater strength . . . more rigid . . . neat, smooth appearance
- stand inspection — customer satisfaction assured by the obvious evidence of careful workmanship
- selection — over forty styles to choose from
- approved — over 75,000 Alcasco Aluminum Casements have been sold through Building Material Dealers since 1947.



Send for details and descriptive literature.
CATALOG 58-10

**ALWAYS
ALCASCO
ALUMINUM**

Alcasco

PRODUCTS, INC.

1144 NINTH ST., MUSKEGON HEIGHTS, MICH.

has been granted a charter to sell building materials here.

MINDEN: The Creole Pine Lumber Company has been incorporated.

NEW ORLEANS: The Toulouse Lumber and Wrecking Company at 827 Toulouse Street here has changed its name to the Toulouse Lumber and Supply Company. . . . The new address of the Gueydan Lumber Yard is 4300 Airline Highway.

Obituaries

FRED JEROME BENNETT, 64, president of the Blue Diamond Company, a Dallas, Tex., building supply firm, died September 6 while vacationing in California with his daughter. Bennett was a member of the Rotary Club, Executives Club, and the First Baptist Church. He is survived by two daughters, a son, and eight grandchildren.

A. L. BLACK, 79, founder of the Black Lumber Company and former vice-president and general manager of the Palmetto Lumber Company, died in Jasper, Tex., August 27. A native of Georgia, Black moved to Texas 63 years ago and to Jasper 35 years ago. He was Jasper's first mayor. He leaves a widow, four sons, two daughters, and three grandchildren.

D. C. MONDAY, 69, Judsonia, Ark., died September 6 after a long illness. He had been in the lumber business for 20 years. Surviving are his widow, five sons, and two daughters.

JETHRO HERRON, 55, who founded the Herron Lumber Company in 1924 in Hot Springs, La., died August 24. His widow, son, foster son, five daughters, and eight grandchildren survive him.

GILBERT STACY, 60, died August 14 after an illness of several months. Stacy was a partner in the H. B. Houck Lumber Company in Little Rock, Ark. He leaves a widow, daughter, and father.

MRS. THOMAS PENNINGTON, of the Pennington Lumber Company, Houston, Tex., died recently. Since the accidental death of her husband several years ago, she has operated his wholesale lumber business with the help of her brother.

L. E. HOOPER, JR., manager of cypress sales for the Georgia-Pacific Plywood and Lumber Company, Augusta, Ga., died August 27 on his 63rd birthday. Having spent his entire business career in the cypress industry, Hooper was well known in his field. He was an active Episcopalian and Rotarian. He leaves a widow, daughter, and son.

CHARLES (CHUCK) EVANS, 56, died August 28. He was manager of the E. R. Burkholder lumber yard in Canton, Kan., and had been in the retail lumber business since 1920. Surviving him are his widow, a son, and a daughter.

JESSE LEE BAXTER, wholesale manager of the Tabor City (N. C.) Lumber Company, died September 25 following a heart attack. Surviving him are his widow, six sons, and one daughter.

A. T. GRIFFIN, SR., founder of the A. T. Griffin Manufacturing Company, Goldsboro, N. C., died in September. His son, A. T., Jr., now heads the firm.

CALVIN E. MILLER, 57, secretary-manager of the Southern Hardwood Producers, Inc., and secretary of the National Lumber Exporters Association, died from pneumonia in Louisville, Ky., October 1. He had been with the Memphis-centered association for 30 years. His wife survives.

Business Conference

"Business Progress and Security—Relation of Management, Labor, and Government" will be the theme of the third annual South-eastern Business Conference sponsored by the University of Florida. It will be held in Gainesville, Fla., October 19-21.

According to Dean Matherly, the importance of attending the conference this year is "the necessity for businessmen to get together for discussion of the place of business in a war economy."

LOKTITE TOPS EVERYTHING IN ROOFING!



only LOKTITE has all 3!

When a product meets all of a customer's requirements, and more—as LOKTITE does—sales follow as a matter of course.

Be prepared to offer your customers the best. Take advantage now of Loktite's exclusive, plus-value features to build greater roofing volume.

WRITE or WIRE today for full details about Loktite.



BEAUTY
Double Thick Butts
cast interesting shadow patterns. Rich roof colors.



SAFETY
Exclusive double-lock device at each exposed corner. Safe from winds, storms.



ECONOMY
2 to 4 Thickness
over entire roof assures longer life. Loktite's larger shuttles cost less to apply.

AMERICAN ASPHALT ROOF CORPORATION

Member Asphalt Roofing Industry Bureau
E. St. Louis, Ill. Kansas City 3, Mo. Salt Lake City 10, Utah Ft. Worth 7, Texas
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SOCIAL SECURITY

(From page 27)

maining 62 months of her lifetime. This amounts to a total of \$9,680. Between the two of them this typical couple would draw a total of \$23,520 in benefits.

Of special importance to businessmen is the fact that these pensions are all tax free.

Without affecting his pension the retired businessman may earn up to \$600 a year from employment or self-employment covered by the law and he may continue to receive unlimited income from his investments. Furthermore, earnings from employment not covered by the law, such as farming or practicing a licensed profession, will not interfere with this pension.

So far, coverage by the Social Security Act for business proprietors seems to be a good deal. At a lower tax rate, they get the same benefits as their corporate counterparts. It appears that they receive back in benefits much more than they pay in Social Security taxes. As a matter of fact, if a 40-year-old businessman were

to buy an annuity from an insurance company which would provide him with approximately the same benefits, it would cost him several times as much as the Social Security tax. To secure an equivalent income from investment, it would have been necessary for him to save over \$50,000.

How is it possible to pay in between \$2,000 and \$4,000 and to get back over \$20,000? Part of the answer, of course, is that not everyone will live to collect his pension. Fewer than three out of four persons between the ages of 38 and 40 live to be 65.

Another part of the answer is that the money paid in is invested in government bonds at compound interest.

A third part of the answer is that not everyone who is eligible will retire at 65. Insofar as they retire later, the amount paid out in pensions will be much less. Furthermore, some individuals may never become eligible because they have too little covered employment. The taxes paid on their earnings remain in the fund from which pensions are paid.

The last part of the answer is that in the long run, the amount

paid in, plus interest earned on it, will not be sufficient to pay all the pensions due. Where will the difference come from? The government will probably pay it out of its general tax funds. Self-employed businessmen will certainly pay a significant part of these taxes. Being covered by the Social Security Act, they may now also derive some benefits from those taxes.

In addition to pensions for himself and his wife at age 65, his dependents are also eligible for benefits. If during retirement he has unmarried dependent children under the age of 18, each such child is entitled to receive monthly benefits equal to half his "primary insurance amount," \$40 in most cases, until the child marries or reaches age 18. While his wife has such an unmarried dependent child in her care, she too will receive monthly benefits equal to half his "primary insurance amount" even if she is under 65. All the benefits combined, however, may not exceed \$150 a month.

If the self-employed businessman should die before he retires, then his dependents would be entitled to Survivors Insurance. Each unmarried dependent child under the age of 18 would be entitled to monthly benefits equal to half his "primary insurance amount," plus one fourth his "primary insurance amount" divided by the number of children. In most cases this would amount to between \$40 and \$60.

While his widow has such an unmarried dependent child in her care she would be entitled to monthly benefits equal to three-fourths of his "primary insurance amount," \$60 in most cases, as long as she remains unmarried.

Finally, if the self-employed businessman should die leaving no widow or children eligible for benefits, his dependent parents age 65 or over would be entitled to receive monthly benefits equal to three-fourths his "primary benefit amount." As with Old Age Insurance, the total benefits under Survivors Insurance may not exceed \$150 a month.

While the fact that the law now covers self-employed persons is of great interest to businessmen, it must not be assumed that they are the principal beneficiaries of the new amendments to the Social Security Act. The nature of the chief amendments shows that it still is an act primarily designed to benefit employees.

This is how the amendments accomplish that purpose. Henceforth, when employees retire, their pensions will be 50 to 100 per cent above what they would have been under the old law. The minimum benefits will rise from \$10 to \$20 a month. Previously a man and wife could not get more than \$78 a month; now they will be able to get up to \$120 a month. The maximum benefits, including benefits to dependent children, will rise from \$85 to \$150 a month.

In addition, all the persons pres-

Celcure®

A PROVEN WOOD PRESERVATIVE A PROVEN PROFIT-MAKER!

DEALERS:

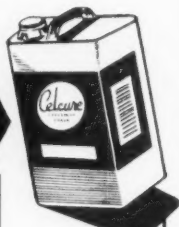
Sell Celcure Wood Preservative . . . and reap extra profits!

Architects and Contractors everywhere are specifying Celcure in all types of construction for the prevention of rot and termites. And . . . you can depend on "walk-in" sales for home use from our national advertising.

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EXCLUSIVE FRANCHISES OPEN!

Here is an opportunity for exclusive distributorship of Celcure Wood Preservative. Some Southern territories still open. Write for details.



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ROT
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Nationally Advertised!

AMERICAN CELCURE WOOD PRESERVING CORP.

1040 EAST 8TH ST., TELEPHONE 5-5245
JACKSONVILLE, FLORIDA

ently receiving Old Age and Survivors Insurance benefits—retired employees, their wives, widows, dependent children and parents—will have their benefits increased by from 50 to 100 per cent.

Retired employees will now be permitted to earn up to \$50 a month without interfering with their pensions. As a partial offset to these advantages, the tax will be levied on the first \$3,600 of an employee's earnings. Previously, it was only on the first \$3,000.

These substantially increased benefits will have one other significant meaning to the businessman. If his business does not now have a private pension plan for his employees, the increased benefits under the Social Security Act may reduce the need for such a plan. When Social Security benefits were less adequate, many businessmen felt an obligation to provide a company pension for their employees. And in recent years, labor unions have stepped up their pension demands.

As a matter of fact the unions regard their pension victories as one of the strongest factors influencing the passage of the new Social Security Act. Now that the Act is passed and its benefits are far more adequate, the pressure behind the pension drive may be expected to diminish somewhat.

On the other hand, where a private pension plan is already operating, the businessman would be advised well to have a careful review made of that private pension plan in the light of the new situation.

The private pension and Social Security should be related to each other. It is wasteful to have them overlap. For the same expenditure of funds, it may be possible to provide greater protection. Or, now that Social Security is carrying more of the burden, it may be possible to make some cost savings.

Maple Floor Group Plan Big Promotion

An expanded program of advertising, public relations, and research is being launched from the new Chicago headquarters of the Maple Flooring Manufacturers Association, according to Secretary-Manager L. M. Clady. The offices are in the Pure Oil Building at 35 East Wacker Drive, Chicago 1, Ill.

"We moved from Oshkosh, Wis., so we can give better direction to the many MFMA activities," Clady explained. "Maple and birch floorings have been laid in many sections of the country since early colonial days, but we now find that this new housing market extends to all states in the union."

The new MFMA advertising and promotion campaign will include collective advertising in key trade papers, personal product promotion by MFMA field representa-

tives, and a new approach to enlarged public relations activities. Clady declared that MFMA publicity will be mailed regularly to over 700 newspapers and periodicals.

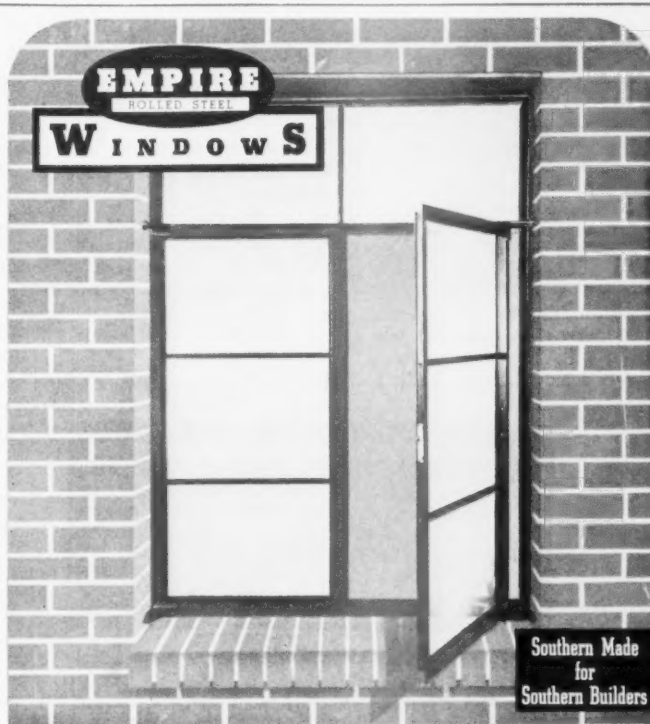
This will include feature articles on residential floors by Dorothy Clarke, the association's interior decoration consultant.

Tentative plans for research include performance tests of hardwood flooring after it is laid, practical tests of new heavy-duty floor finishes, and a study of the use of color on maple and birch floors.

FPRS Plans Annual International Show

Manufacturing firms from Canada, England, and other European countries will exhibit at the annual meeting and industry show of the Forest Products Research Society at Convention Hall in Philadelphia the week of May 7-11, 1951.

In accordance with a new FPRS policy of demonstrating heavy equipment only once in every three years, the 1951 show will be the last such exhibit until 1954.



A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements •

Architectural and Commercial

Awning Windows • Commercial

Projected Windows • Pivoted

Windows • Security Windows

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

ALUMINUM WINDOWS

(From page 29)

aluminum windows throughout. Steel windows predominated in the new single and multiple dwellings started in the Dallas area. The report stated that a few of the one-family houses had aluminum window frames.

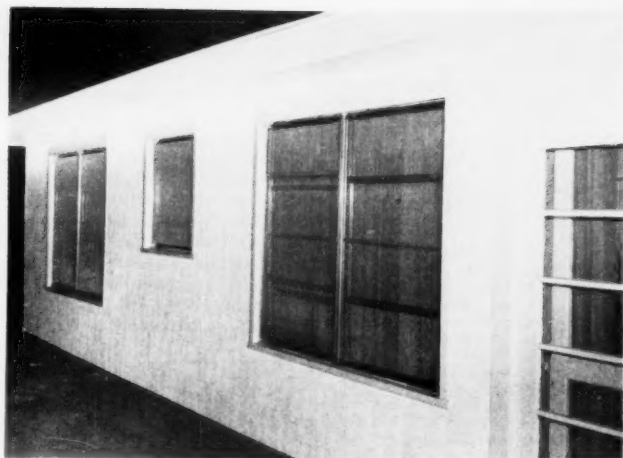
The impact of aluminum-window competition, however, was measurable in the Atlanta area last fall. Wood windows were used almost exclusively in the single-family houses. But aluminum frames were used in 5 per cent of apartment structures, and steel in 95 per cent.

What are the characteristics or "advantages" of aluminum windows that put them into an increasing proportion of modern residences and apartment buildings? Consider the sales copy of the Aluminum Window Manufacturers Association, trade organization of the principal producers of this building item, which

appears in its "Specification for Quality-Approved Aluminum Windows":

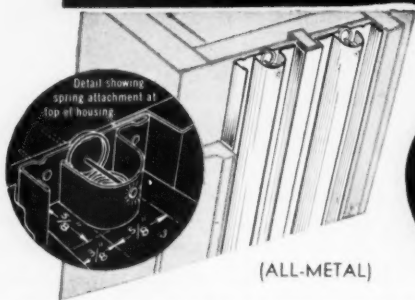
"GOOD LOOKS. The smart, trim appearance, narrow frames, increased glass areas of modern aluminum windows add to the attractiveness of any structure. They harmonize with almost any style

Aluminum 2/2 double-hung windows are particularly popular with architects and designers for ranch-type houses sided with brick or asbestos shingles. Above photo, courtesy of Metal Arts Manufacturing Company, shows aluminum windows combined with asbestos siding in a Georgia home.



COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



(ALL-METAL)

SOUTHERN METAL PRODUCTS CORPORATION

921 Rayner St.

MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME _____

ADDRESS _____

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of architecture and their clean, neutral color blends with any color scheme.

"EASE OF OPERATION. Aluminum windows always open easily — close tightly. They can not warp, swell, or stick. They will never be 'painted shut.'"

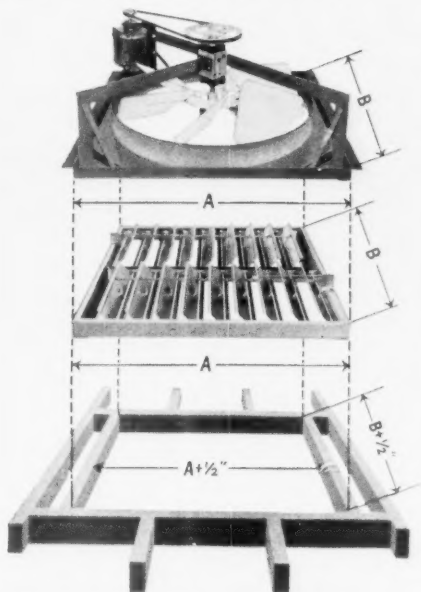
"NEVER NEED PAINTING. Aluminum windows will not rust-streak or rot. They are not subject to attack by termites. They never need to be painted. This means a continuous saving, year after year, that in many cases soon exceeds the original cost of the windows itself.

"LOW MAINTENANCE. Aluminum windows require practically no maintenance, no painting, no replacements — ever. Aluminum windows are easy to maintain and keep clean. Wiping them with a damp cloth occasionally is sufficient.

"YEARS OF TROUBLE-FREE SERVICE. 'Quality - Approved' aluminum windows are made from strong, extruded sections that will not wear out or need replacement. Hardware and all moving parts are rigid and strong."

The association's specifications cover double-hung, casement, and projected aluminum windows for residential and commercial use. A

The Reed Vertical Air Discharge Attic Fan



**Requires An Attic
Clearance of ONLY 13³/₈"**



INSTALLATION DATA		
MODEL	FAN and SHUTTER	
	A	B
RVU-24	32"	32"
RVU-30	36"	36"
RVU-36	42"	42"
RVU-42	48"	48"

CASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog



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UNIT-FANS, INC.

Manufacturers of Ventilating Equipment

1001 St. Charles Ave.
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COMPARE FOR *Beauty, Quality, Economy* THEN RECOMMEND **VIKON METAL TILES**



LOOK TO VIKON, THE LEADER IN TILE STYLE
FOR COMPLETE CLIENT SATISFACTION

Individual Vikon Metal Tiles, in a choice of sturdy steel, aluminum or stainless steel, are the perfect answer to any decorating problem where tiles are called for. Ideal for use on both walls and ceilings in new homes, excellent for remodeling existing homes and apartments. These are featherlight, *individual* tiles. You order only the number necessary to complete the job. No waste. For the smartest of baths, kitchens, utility rooms, investigate the wonders of the metal tile of lasting beauty—VIKON.

- 27 fade-resistant decorator colors and stainless steel
- will not warp, crack or craze
- resists heat and household chemicals
- fire-resistant, waterproof, seals out insects

"The Original Individual Metal Tile" Established 1926.

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STEEL · ALUMINUM · STAINLESS STEEL

VIKON TILE
BEAUTY · ECONOMY DURABILITY

MAIL THIS COUPON TODAY

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Washington, New Jersey

Please send me, without obligation or cost, a full-color descriptive brochure and sample of Vikon Metal Tile. I am interested in tile for:

My home ☐ As a dealer ☐ As a contractor ☐

NAME _____ Please Print
ADDRESS _____
CITY _____ ZONE _____ STATE _____

manufacturer does not have to be a member of the association to use its "Quality-Approved" seal, provided the aluminum windows meet the association's minimum standards and are tested by the independent Pittsburgh Testing Laboratory.

The AWMA specifications stipulate quality materials, construction, finish, accessories, installation, and protective coating for window and sub-frames. They also contain practical air infiltration and performance requirements for physical, horizontal, vertical, and uniform loads.

The "Finish" specification reads: "The exposed surfaces of all aluminum members shall be cleaned to make them reasonably uniform in color and free from serious surface blemishes. If exposed welded joints are used, they shall be dressed flush and finished to match adjacent surfaces."

The AWMA specifications, which forbid the use of "corrosive" materials in the window units, call for dissimilar material for use in moving parts that re-

main in contact with other members of the unit.

Aluminum basement windows and awning-type windows also are made by several manufacturers. In fact, most factories tend to concentrate on one type of aluminum window—such as casement, double-hung, or projected—and to furnish a full line of sizes. Manufacturers of the double-hung and casement styles usually supply a wide range of combination picture units also.

One Southern manufacturer of double-hung aluminum windows offers 48 stock sizes, ranging from 1'8" to 4'0" wide and from 3'1" to 5'9" high, with a choice of eight styles. The glass styles include 1/1, 2/2, 4/1, 4/4, 6/1, 6/6, 8/1, and 8/8 lights. This manufacturer offers 24 picture-window sizes.

Another major Southern manufacturer offers aluminum casement windows in 50 standard sizes and also in 50 modular sizes. The latter range from 1'4" to 8'0" in width, and from 2'0" to 6'0" in height.

A Southern manufacturer of

Vermiculite Tested

For test purposes, two miniature wood houses were set afire in eastern Canada recently. The one with rough lumber exposed over all the interior was demolished in 15 minutes. The other, whose walls and ceiling were coated with vermiculite acoustical plastic, lasted 45 minutes.

The test was conducted by F. Hyde and Company, Zonolite vermiculite licensee. The two houses, four feet high, four feet wide, and four feet deep, were built to simulate an actual house as closely as possible, with two stories, pitched roofs, entrances, and stairways. The roof had chimney openings with a straight draft.

awning-type windows supplies stock sizes ranging from 1'7½" to 4'5½" in width, 2'2" to 5'2¾" in height, and from one to four framed glass lights. This type window is particularly popular in Florida and the Gulf Coast area.

Manufacturers, dealers, builders, and architects all know that the first cost of aluminum window units—particularly the smaller stock sizes—cost more than wood or steel units. But many of them assert that the total installed cost is less because it takes less men or manpower to handle and install the lighter aluminum units, and they do not have to be painted at a cost of from \$3-\$6 each in new construction, or after installation.

(However, many home-owners have aluminum frames painted—inside, outside, or both—to match the general color scheme.)

Some architects and builders prefer aluminum windows particularly for masonry construction of ranch-type and other low modern homes. Some builders say they have found it easier and cheaper to combine fixed and ventilated window units of aluminum, than it is to use wood or steel combination units where large windowed areas are desired for light, display, or design.

To serve their communities, building material dealers in many Southern cities are meeting the demand for aluminum windows, accessories, and supplies. They are stocking popular sizes or get shipment of them from nearby factories within several days. These dealers make use of literature, advertising, and display aids provided by manufacturers.



OAK FLOORING AT ITS BEST

We are in a position to ship
Oak Flooring with Air Dried
Yellow Pine Boards. Also
K. D. finish molding and all
pattern stock in pool cars.

Block Flooring—6¾" and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
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Wolmanized Lumber
SALES PROMOTION PLAN
MAKES MONEY FOR YOU!



Here's a plan to help you earn good profits selling Wolmanized Pressure-Treated Lumber.

You receive all the facts you need plus sales promotional, advertising and display material to help make your efforts pay off quickly.

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**Profit
with**

**WOLMANIZED
PRESSURE
TREATED LUMBER**

One way... to

**MAINTAIN SALES
VOLUME DURING
THE WINTER**

Each year at this time, with the decline of "starts" on residential construction, the retail lumber dealer faces the problem of maintaining building material sales and minimizing the seasonal slump. Although it is obviously impossible to "do something" about the weather, you can maintain a good measure of your volume by slanting your local promotion to take advantage of the roof and exterior wall repairs that become so obviously necessary when bad weather sets in.

Principal reason for the sharp winter decline in "starts" for new houses is the difficulty of performing foundation construction. The weather does not have this serious deterrent to over-walling with Fittie Shakes and over-roofing with Stayon stained cedar shingles. We have records of many heads-up dealers who have refused to accept the old pattern of peak summer sales and winter slumps—men who have established a definite program of "repair season" sales, and their experience shows what can be done to make big profits out of this fringe season business.

Although Fittie Shakes and Stayon stained shingles are in terrific demand throughout the year, you will find that it is somewhat easier to obtain these quality materials for your remodeling sales during these later months.

Investigate the potential remodeling business in your own community. Find out for yourself how much you can accomplish in dollar volume to take the place of diminishing fair-weather sales. Write to us for remodeling literature that will help you step up sales of Fittie Shakes and Stayon shingles this winter. For the first in quality, of course,



**Insist on
the Original**

*** Fittie
SHAKES**

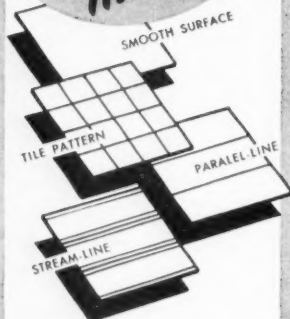
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NEEDS**

**the Easy
Way**

**Yes sir!
We have
the very best
TILE BOARD
in stock -
Wal-lite**



Having what your customers want—in stock—when they want it—is the easy way to bigger sales and profits. *Wal-lite* Tile Board sells faster when you keep a good supply on hand for immediate delivery.

Select from 9 beautiful colors and 4 popular patterns.

If you don't sell *Wal-lite*, right now is time to start by laying in a stock and establishing yourself as a *Wal-lite* dealer.

Don't Wait-

Contact Your Jobber Now.

**Wallace
Manufacturing Company**
10th & Fayette, N. Kansas City, Mo.

Free Literature

Order on the Printed Helps
coupon. Cut from page 7.

I-16. SEWER JOINT COMPOUND. A two-color folder contains photographs of steps for applying G-K sewer joint compound. Advantages and selling points are enumerated. The Atlas Mineral Products Company, Houston, Tex.

J-1. "FINISHES FOR ALUMINUM" is a revised edition of a process manual published in 1947. Included is information on 10 cleaning treatments, 15 mechanical finishes, 16 chemically-produced finishes, 11 electrolytic oxide finishes, organic finishes, and specialized finishes such as luminous paints and vitreous enamels. Requests for copies must be made on company letterhead. The Reynolds Metals Company, 2500 South Third Street, Louisville, Ky.

J-2. CHRISTMAS CATALOG. A 16-page catalog of the complete line of Westinghouse electric housewares is available to help dealers with their Christmas promotions. It is suitable either as a handout or mailing piece. The catalog is part of a nine-piece promotional package offered by Westinghouse for Christmas. Electric Appliance, Westinghouse Electric Corporation, Mansfield, Ohio.

J-3. PROTECTIVE COATINGS. Nukemite protective coatings and tank linings are described in an attractive two-color folder. It includes an application chart and a chart of the properties of the three types of Lukemite. Nukem Products Corporation, Buffalo 20, N. Y.

J-4. FORESTRY BIBLIOGRAPHIES. Two forestry bibliographies are available as aids to educators. One lists booklets, posters, charts, filmstrips, and motion pictures dealing with forestry—the other bibliography lists teaching aids provided by individual forest industries and associations. Copies are free from the American Forest Products Industries, 1319 Eighteenth Street N. W., Washington 6, D. C.

J-5. METAL SCAFFOLDING. A six-page bulletin describes assembling and use of all-metal scaffolding built up of standard steel pipe and patented fittings. Instructions for forming various scaffolds are shown with actual photographs. The Amidon Sales Company, Box 61, Elyria, Ohio.

J-6. OFFICE EQUIPMENT. A new catalog is available showing the complete Block line of office and shop supplies. Request should be made on company letterhead. Block and Company, 216 South Wabash Avenue, Chicago 4, Ill.

J-7. RUBBER TILE. For the first time, the newest colors in which

Wrightex rubber tile is available are shown in a new colorful folder. Miniature tiles are spaced in the booklet so as to make selection easy. The back of the folder gives characteristics of tiles and accessories. The Wright Manufacturing Company, P. O. Box 6567, Houston 1, Tex.

J-8. CHILDREN'S COOKBOOK. After finding no children's cookbook to meet the needs of her nine grandchildren, Mrs. Julia Kiene, director of the Westinghouse Home Economics Institute, compiled one herself. Cleverly illustrated and simply worded, the book is suitable for children from the third grade up. It is designed for dealers to give to customers as a good-will promoter. Single copies are 25 cents. P. O. Box 228, Sugar an' Spice, Westinghouse Electric Corporation, Mansfield, Ohio.

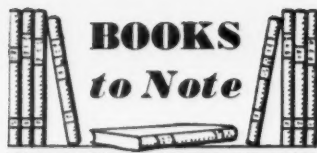
J-9. METAL LATH and metal studs, prefabricated to speed up construction of building partitions, are featured in the August issue of *Metal Lath News*, free on request. Eight combinations of steel studs and floor and ceiling track systems are shown for hollow and double metal lath partitions. The Metal Lath Manufacturers Association, 636 Engineers Building, Cleveland 13, Ohio.

J-10. HOME INSULATION. The small Homes Council's circular No. F6.0 is devoted to insulations—the various types, performance, and installation methods. It includes charts on the number of fuel units saved by weatherproofing of windows, doors, ceilings, and walls. The Small Homes Council, University of Illinois, Urbana, Ill.

J-11. APPLIANCE SALES. "Sales Features for Electrical Living Homes" is a 31-page booklet that tells how to sell groups of appliances for new homes in "electrical packages." User benefits are described for both economy and expensive kitchens, for home laundries, bathrooms, and lighting of other rooms. The Better Homes Bureau, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-12. ALUMINUM SIDING, ROOFING. Advantages of using aluminum siding and roofing are enumerated in a 17-page booklet. Lighter load, low first cost, little maintenance, insulation, and faster erection are explained. The booklet also includes sketches of application details and suggested procedures. The Aluminum Company of America, Pittsburgh 19, Pennsylvania.

J-13. "MP" TREATMENT. Four-page AIA folder presents "the positive way to specify maximum protection for wood." It tells how to specify the Penta vacuum-pressure "MP" treatment (maximum protection) of construction lumber, and includes table of quantities of Penta wood preservative required for maximum protection for common end-uses on farm and home, industrial, railroad and highway, and utility lumber and timbers. Associated Wood-Preservers, Inc., 5137 Southwest Avenue, St. Louis, Mo.



"Forest Products" is the title of a new book by Nelson C. Brown, professor of forest utilization at the State College of Forestry at Syracuse University in New York for the past 30 years. In 1947 Brown's book on "Lumber" was published. It was followed in 1949 by his book on "Logging." In his latest book Brown provides an up-to-date survey of the harvesting, processing, and marketing of wood products other than lumber in the United States and Canada. New developments in wood utilization, including pulpwood products, plywood, plastics, rayon, athletic goods, and wood flour, are detailed. "Forest Products" is published by John Wiley and Sons, Inc., 440 Fourth Avenue, New York 16, N. Y.

The first (1950) edition of the "Basic Building Code" of the Building Officials Conference of America, Inc., is now available at a cost of \$5.00 with paper cover and \$6.50 with cloth cover. Containing 370 pages, this code comprises a compilation of fundamental performance requirements for all types of construction and use group classifications of build-

ings and the means of their administration in the department of building inspection. Its purpose is to unify the administration of building laws thus assuring economy and safety through the benefits and advantages of national use of all materials and methods of construction, a foreword explains. Appendices list accredited authoritative agencies; accepted engineering practice; standards for materials, structural unit tests, structural assembly tests, durability tests, fire protection and tests, unit design dead loads, unit working stresses; and the Basic Code Committees. Copies of this building code may be ordered from BOCA, 51 East 42 Street, New York 17, N. Y.

Forestry Leader Honored in Woods

Col. William B. Greeley, of Seattle, Wash., chairman of the board of the American Forest Products Industries and manager of the West Coast Lumbermen's Association, received an award for outstanding service to American conservation at the annual meeting of the American Forestry Association in Eagle River, Wis., October 8-11.

During his 46 years as a professional forester he has advanced

programs of federal, state, and private conservation. According to A. C. Spurr, association president, he has kept "a faith in the American people unlike that of many other conservation leaders."

The meeting also marked the observance of the 75th anniversary of the American Forestry Association and the 50th anniversary of the Canadian Forestry Association.

Convention attendants from the United States and Canada were taken through the brilliant autumn woods in huge buses and served noon meals in the forests.

Activities included visiting several experimental forests, a weather station, a logging museum, and similar industry operations. The Norseman, a seven-passenger U. S. Forest Service plane, arrived to stop a demonstration forest fire.

Keep Oklahoma Green

Among the lumber companies and organizations that are helping to keep Oklahoma green for future wood and shade uses is Herron Industries, with headquarters in Stillwater. This firm planted about 20 per cent of the state's 2,600,000 seedlings in 1949-50.

NEW SOLID-STYLED MAIL DROP PLATES AT A SURPRISINGLY

LOW PRICE!

AJAX
HARDWARE OF PRO

All Finishes—
Guaranteed

CAST BRASS APPEARANCE

created with wrought brass. Concealed mounting screws under flap enhances smooth graceful styling.

TOPS IN QUALITY

Spring tension holds flap in position and makes unit weather-proof. 1 7/8" x 7" opening meets postal regulations. Guaranteed for life.

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Advanced production techniques make possible a price so appealing you'll want to check into it right now!

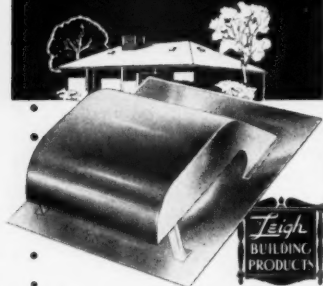
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The New Leigh ROOF VENTILATOR

Lower Cost per
sq. in. of
Ventilating Area



At last, a slant Roof Ventilator that really does a job of ventilating four-way roofs.

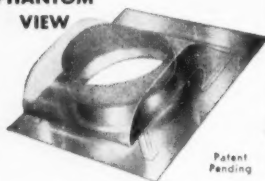
It is open on three sides to give greater free area (old style ventilators are open in front only) this means you get a smaller, lower, more compact unit, that has the same free area as the old style ventilators. Yet — it costs you less money per sq. in. of ventilating area.

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Roof Ventilators are available in two sizes, 60 or 40 sq. in. of free area.

Made in aluminum or Double-Protected Steel.

PHANTOM VIEW



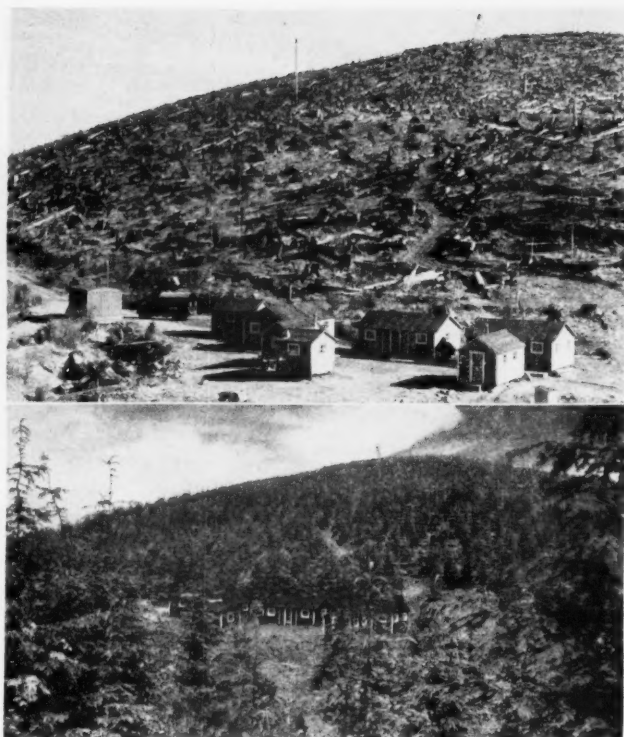
A new and different Roof Ventilator. The base is formed from one piece of metal, no cracks or joints to leak • Special baffle ring stops wind-blown rain or snow. Ample flange for water-tight installation • Screened to keep out insects • Large free area, which is further assisted by the siphon effect of air blowing across venturi shaped opening.

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Write for the Leigh Pocket Catalogue showing the complete Leigh Line.



LEIGH BUILDING PRODUCTS Division
Of Air Control Products, Inc.
COOPERSVILLE MICHIGAN



FOREST CARE SPELLS REFORESTATION

The desolate scene at top, photographed in 1940, was the result of cutting all virgin Douglas fir trees without replanting. The lower view shows the same scene on the Weyerhaeuser Timber Company's tree farm near Longview, Wash., in 1950. The snags were felled to reduce fire hazard, trash was burned, and seed trees were left at the bottom of the hill so that updrafts of late fall winds would scatter seed. The forest-fire lookout tower was erected at the top of the hill and a road built to facilitate the extinguishing of fires, should they occur. Millions of acres of Douglas fir have been reforested similarly during the last 10 years.

AGC Survey Reflects Shortages, Inflation

Increased shortages of materials, machinery, and skilled workmen developed during July and August as the construction industry hit the peak of operations at the site in the year of its greatest volume of activity in history.

As scarcities of building materials and machinery have developed, price increases have been general, with the sharpest rises for lumber. There has been pressure for increases of wage rates.

A continued large volume of construction is expected for the balance of the year.

These are highlights of a survey

of conditions in the construction industry conducted by the Associated General Contractors of America and studied at the mid-year meeting of its governing and advisory boards at the Lookout Mountain Hotel in Chattanooga, Tenn., September 11-13.

The survey was conducted among the association's 112 local affiliated organizations and among its directors throughout the United States and Alaska, representing more than 5,600 of the nation's leading general contracting firms.

Replies to major points in the survey, which represent the opinions of hundreds of general contractors, were tallied as follows:

Materials: 96 per cent reported

shortages. Four per cent reported no shortages. Of those reporting, 65 per cent mentioned steel; 57 per cent mentioned cement; and 36 per cent mentioned lumber.

The majority of replies stated that increasingly longer delivery dates were being given, or no delivery time would be promised. A few items of building materials were mentioned as impossible to secure.

Where reasons were cited for shortages, the following were mentioned: strikes in producing industries, shortages of railroad cars for transportation, inability of the industry to produce sufficient quantities for the tremendous construction volume, and "scare buying."

Materials prices: 90 per cent reported materials price increases. 10 per cent reported no increases. Largest increases were reported in lumber prices. Some reported it harder to secure firm prices. A few suggested that gray markets may be developing.

Equipment: 47 per cent reported shortages. 53 per cent reported no shortages. Shortages were reported principally for heavy-duty

machines. Some reported longer delivery dates. A few suggestions were made that there was "scare buying."

Equipment prices: 69 per cent reported price increases. 31 per cent reported no increases.

Labor: 68 per cent reported shortages of skilled workmen. 32 per cent reported no shortages.

Wage trends: 76 per cent reported pressure for increases in wage rates. 24 per cent reported no increases in rates. Some with wage agreements in effect reported the expectation of demands for increases upon their expiration. Some suggested that efforts were being made to secure increases before controls were instituted.

Volume: 37 per cent reported that more projects were coming on the market now. 31 per cent reported the volume of new work was about even with what it has been. 28 per cent reported a downward trend.

Some reported that projects were being rushed into construction ahead of possible controls. Others reported projects were being held back because of possible

future difficulties in securing materials if allocation programs were put into effect.

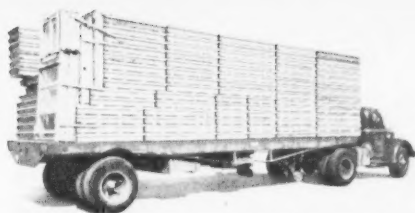
January Convention Set by Home Builders

The seventh annual convention and exposition of the National Association of Home Builders will be held January 21-25 instead of in February as in previous years. The dates were changed as a result of a poll of members' preferences.

Headquarters will be at the Stevens and Congress Hotels.

Final program plans will not be made until shortly before convention time in order to keep the sessions as timely as possible, but much attention is expected to be given to the status of homebuilding under a war emergency program.

Winning entries will be announced in the Neighborhood Development contest, design contest for women architects, merchandising contest for homebuilders, and a design contest sponsored by NAHB and Architectural Forum.



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How to Store and Handle ASPHALT ROOFING PRODUCTS

THE PROPER care of asphalt roofing products during transit and in storage is not difficult or expensive. But it does make for customer satisfaction—and saves on "spoilage."

Manufacturers are careful to package products in convenient sizes and weights for ease in handling, shipping, and storage. As with any other material, however, a few simple rules should be followed to be sure asphalt roofing is in perfect condition when it is delivered to the job site.

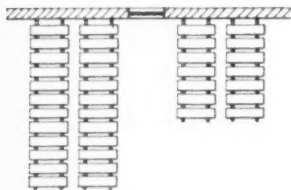
One man usually can handle asphalt shingles and roll roofing, but two will speed the work in handling packages of strip shingles.

Lift the package by placing both hands underneath it. Never hold the package by the wires or boards which tie it together. Never use hooks. Be careful not to throw or drop packages.

Keep asphalt roofing away from furnaces or other sources of heat, and away from gasoline, kerosene, or liquids which may be spilled.

Don't allow roofing to stand in a moist place or uncovered in the rain. If packages do get wet, open them up and let the roofing dry promptly.

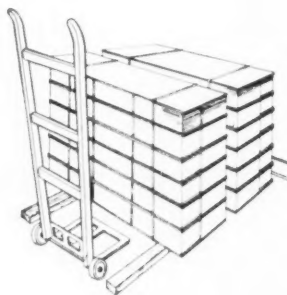
Whenever possible, store asphalt roofing indoors. The ideal warehouse is cool and dry. Divide the storage area into sections at right angles to the wall. The floor itself may be marked, or hanging signs may be used to identify the various products and their colors.



A convenient way to store asphalt shingles is to divide space at right angles to the wall. By having two adjacent storage spaces reserved for the same color product, stock can be rotated.

When possible, it is a good idea to have two adjacent storage spaces for the same color product. In this way, fresh material can be stocked in one area, and shipments can be made from the other. Otherwise, new shipments should be stored in the back and the older material shifted forward to keep the stock fresh.

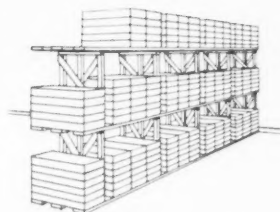
An efficient way to stack shingles is on 2x4's or other suitable planks spaced far enough apart so that a hand truck can be run in between the boards and under the packages of shingles.



Two-by-fours or two-by-sixes slipped under piles of asphalt shingles keep them from the floor and provide adequate room for convenient loading on a hand truck. The supports should be far enough apart for easy stacking on the truck and close enough together to keep the shingles from sagging.

This inexpensive, practical method of stacking assures ease in handling shipments as well as good ventilation. One word of caution—don't place the boards so far apart that the shingle packages sag.

Always stack shingles flat, and never in piles higher than 3 to 3½ feet. Higher piling may cause shingles to stick together, particularly in hot weather. The height of the pile should be determined by the weight of the shingle per square—the heavier the shingle, the lower the pile. It is wise to follow the manufacturer's instructions as to proper



Excessive piling causes shingles to stick. Here they are shown properly stacked in a small area by use of tiered-up wooden racks.

height of piles. If the floor area for storage is limited, usable space may be doubled or trebled by building tiered-up wooden racks.

Never stock roll roofing on its side, but always on end, and never more than two rolls high.

In re-shipping asphalt shingles, follow the same procedures the manufacturer uses in loading and bracing the materials in the car. In loading trucks, distribute the weight evenly, and be sure liquids can not be upset and damage the roofing while it is in transit. Protect shipments in open trucks with tarpaulins.

If it is not possible to store the roofing indoors at the job site, select a high spot of ground with good drainage, and stack the packages on scrap lumber to keep the roofing off the ground. Cover with a tarpaulin or scraps of roofing to keep the material dry.



Roll roofing should be stacked on end, and never more than two rolls high. Upper rolls of small diameter should be secured by a rope to prevent toppling.

Texan Lynn Boyd Now Chief Hoo-Hoo

Lynn Boyd, 36660, retail lumber dealer of Pampa, Tex., is the new snark of the universe of the International Concatenated Order of Hoo-Hoo. He was elected by the nearly 300 Cats who attended the 59th annual convention in Boston, Mass., September 6-9.

A trial change in organization procedure makes the snark an "at large" 10th man to serve as chairman of the Supreme Nine and to vote only in case of a tie. Another change permits the retiring snark of the universe, Martin T. Wiegand, 44882, wholesale lumber dealer of Washington, D. C., to serve as president of the board.

Three new men were elected to the Supreme Nine. They are John B. Egan, 45206, of St. Paul, Minn., for jurisdiction 8 and scrivener; John H. Dolcater, 37372, Tampa, Fla., jurisdiction 9 and bojum; and Clifford Schorling, 45533, N. Kansas City, Mo., jurisdiction 7 and gurdun.

Re-elected members of the Supreme Nine include: Robert Stalker, 36918, Quincy, Mass., jur. 1 and supreme Hoo-Hoo; Harry B. Weiss, 19729, Memphis, Tenn., jur. 4 and senior Hoo-Hoo; Martin McDonald, 27358, Port Arthur, Ont., Canada, jur. 5 and junior Hoo-Hoo; Edwin Fischer, 41901, Milwaukee, Wis., jur. 2 and jabberwock; Dave Davis, 37575, San Francisco, Calif., jur. 6 and custocatian; and Arthur Geiger, 48505, Tacoma, Wash., jur. 3 and arcanoper.

Secretary B. F. Springer, 34265, Milwaukee, Wis., reported a total



membership of 8,593, after 109 concats had been held during the year. He reported new Hoo-Hoo clubs chartered in Hutchinson, Kan., Richmond, Va., Montgomery, Ala., Gurdon, Ark., Santa Rosa and Santa Barbara, Calif., Seattle, Wash., and Omaha, Neb.

The opening assembly was shocked by the news of the sudden death of Hoo-Hoo President T. T. Jones, L-31233, of Minneapolis, Minn., the day before he was to leave for the convention.

Norman P. Mason, 46076, U. S. Chamber director and NRLDA past-president, spoke on "Let's Work Together." He told the lumbermen that "we need to reduce costs, to look for new methods, to have the home-folk on our side. We must work with government to bring commonsense into the handling of business. Controls must be kept under control. This industry free of controls has shown better results than under control."

ATLANTA, GA.: J. Ross Hanahan was elected president of Atlanta Hoo-Hoo Club No. 1 at a dinner meeting on September 12. He succeeds H. C. Kopcke. The new vice-president is Don Maffett, and the secretary-treasurer is Donald L. Moore. The directors include I. B. Byrd, Thomas E. Foster, Charles Girardeau, L. Sage Hardin, Jr., Arthur Blumberg, R. Wendell Williams, Herbert J. West, W. C. Shreve, and David C. Shaefer.

TAMPA, FLA.: Hoo-Hoo's supreme bojum, John H. Dolcater, entertained members of the Tampa Hoo-Hoo Club and officials of the St. Petersburg Club at a beach party on Treasure Island September 2. A bitterly contested afternoon softball game between the two clubs resulted in a 10-10 tie in an exhausting third inning. Bingo and a Dolcaterized steak supper followed the game.

BALTIMORE, MD.: The Hoo-Hoo Club of Maryland, No. 100, held its annual buffet dinner meeting September 11 at the Stafford Hotel. National convention delegates John Hofstetter, Bill Green, Bill Hoy, John Sanders, and Lee Freund gave an animated account of the Boston conclave. New officers for the year include Bill Green, president; Roy D. Mayne, vice-president; Don McCann, secretary, and Ed Scally, treasurer. John Hofstetter and Bill Hoy were added to the board of directors.

Hoo-Hoo Roster Out

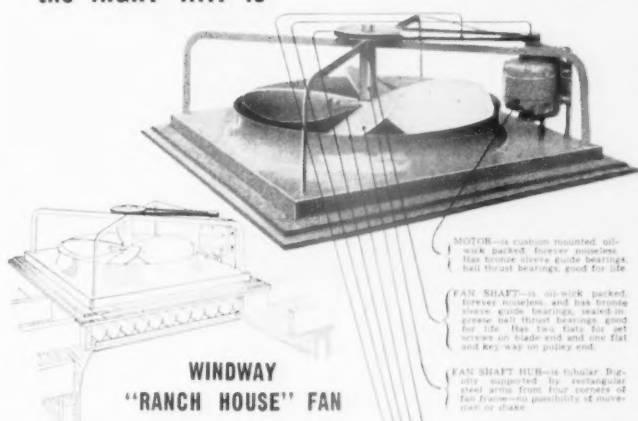
The 1950 Hoo-Hoo Handbook and Roster was mailed to all members last month from the Milwaukee, Wis., headquarters of the International Concatenated Order of Hoo-Hoo. The book contains the names of the 9,700 lumbermen who were members of the order as of May 31, 1950.

The Hoo-Hoo names are listed alphabetically for the whole fraternity with Hoo-Hoo number and home town, and geographically with the member's full address and number by states and towns.

The 1950 handbook also includes the Hoo-Hoo code of ethics, constitution, by-laws, officers, and jurisdictional map.

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FAN SHAFT-is oil-wick backed, forever motionless, and has bronze sleeve guide bearings, sealed in grease ball thrust bearings, good for life. Has two flats for set screws on blade end and one flat and key way on pulley end.

FAN SHAFT HUB-is tubular. Rigidity supported by rectangular steel arms from four corners of fan frame via possibility of movement or shake.

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The Scope and Purpose of the U.S. Home Research Program

WHY CONGRESS authorized and budgeted the Division of Housing Research in the Housing and Home Finance Agency—and how the division is contracting specific research projects with colleges, government and private agencies—was described at a conference at the University of Michigan on the administration of research on September 13 by Richard U. Ratliff, director of the division.

Extracts from his speech are quoted below:

"The Division of Housing Research as presently set up came into existence late in 1949. Since then, we have conceived and put into action a program designed to meet critical research needs of the housing and housing finance industries. Research projects well under way are focused on a wide range of subject matter ranging from light-weight aggregate concrete to family residential mobility. The current international situation has given defense-related activities of the division an added pulse of urgency.

"Congress authorized the Division of Housing Research in the Housing Act of 1949. Funds were made available late in the year. Title IV of this act created the division as part of the Housing and Home Finance Agency. The Housing Act recognizes clearly that research is essential to the production of better, less expensive housing. A study of the legislative history behind the act reveals also an increasing recognition of the chronic need for speeding up, expanding, and integrating housing research throughout the housing industry, and across the nation.

"The language of the law and its legislative history reveal further that no narrow definition of housing is admissible in the administration of a housing research program. In the minds of the legislators, the subject of housing was not bounded by the four walls of a building. The scope of our program therefore reflects a broad concept of housing. The substance of housing research is imbedded in all categories of knowledge, across the full breadth of nature and society. Housing is not a distinct discipline nor can housing phenomena be isolated for easy scrutiny.

"Congress defined the goals of government housing activities in terms of several national housing objectives. These goals give the research program a definite direction and thrust. In general terms, the national housing objective may be summarized as follows:

"1. **Improve housing and its community environment.** This improvement should satisfy both physical standards of strength and durability, and human values of health, safety, comfort, and personal satisfaction.

"2. **Reduce the financial burden of shelter to consumers.** This involves cutting costs of production, operation, and maintenance, and providing sound, efficient channels for housing finance.

"3. **Stabilize the housing and housing finance industries.** The goal is a balanced supply of housing and housing funds. This would contribute greatly to the harmoni-

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ous growth of the national economy as a whole.

"Mounting defense needs put a special emphasis on the objectives of lower costs and economic stability. In this situation, two considerations become central: First, the conservation of manpower and materials in housing construction and operation. Second, application of controls over housing credit and construction, based on a sturdy foundation of fact and analysis. The value of research in our national strivings toward all these

objectives is not, to say the least, obscure.

"The need for housing research is apparent enough. But why is a program to meet this need being sponsored by the federal government? The answer can be put simply: The current program was created because critical research needs are not being met by the housing industry itself, or by other non-governmental means. The job of government in this field is defined by these unmet needs. As housing research by industry,

business, and other private groups expands, federal activities will be modified to avoid overlapping and duplication.

"This approach to the problem conditioned the molding of the Title IV legislation. It has become a guiding principle to us in planning our research program. It is linked with the conviction that this program must be as broad as the society it serves. Preoccupation with any one segment of the housing and home finance industries must be avoided. The pro-

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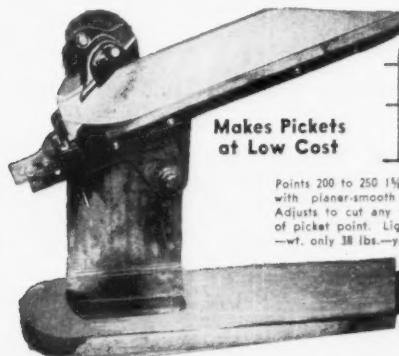
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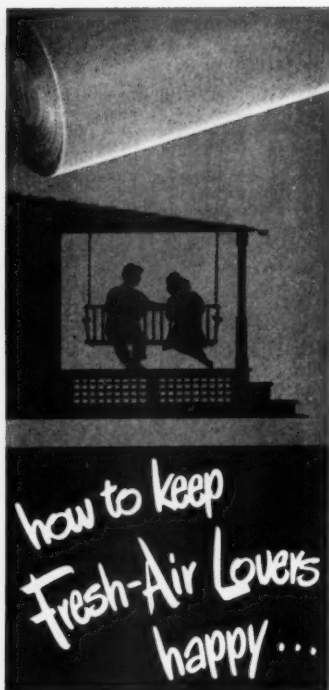
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gram must consider all of them.

"The division must constantly seek to comprehend the housing process, structure, and environment, in their entirety. The thinking behind all major decisions in the program must penetrate to the end product of the housing process to the individual home—for this reason: Giving maximum benefit to the housing consumer yields the greatest benefit to all parts of the housing industry, at the same time it achieves the primary goals of housing research set by Congress.

"So in addition to sponsoring research projects, the division serves as an observation tower, as it were, from which the housing industry can view the vast and intricate panorama of its own process. This service is especially important in housing, where there has been no central vantage point or clearing house for research. The division has a unique and challenging opportunity.

"In this area, the functions of the Housing and Home Finance Agency research program are these:

"To **integrate** all housing research activity through full interchange of information—with the end that the impact of research will be **cumulative**.

"To **stimulate** housing research activity by others, by spot-lighting research needs and providing technical guidance. By translating scientific findings into practical applications. By disseminating information on research developments to all potential users. And by encouraging the general adoption of proven innovations. All these are part of the process of achieving the greatest possible yield for business and industry out of every quantum of energy expended on housing research.

"Before talking about specific research activities and how they work, I want to give you a quick look at the Division's structure, and its relation to the Housing and Home Finance Agency 'family'.

"HHFA was created by Congress in 1947 to combine and integrate most of the permanent housing activities of the federal government under a single administrator. Currently, its major components are the Home Loan Bank Board, the Federal Housing Administration, the Public Housing Administration, and the Office of the Administrator. The administrator's office includes the Division of Slum Clearance and Redevelop-

ment and the Division of Research, both of which were born in the Housing Act of 1949.

"Inside the Division of Research, the administrative structure comprises four major staff units and five main branches. The staff units are labeled (1) Statistical Research and Development, (2) Agency Reports and Statistics, (3) Research Intelligence, and (4) Publication.

"The functional branches are (1) Housing Technology, (2) Housing Economics, (3) Housing Finance, (4) Local Housing Regulations, and (5) Urban Studies.

"Our experience with the contract method has been more pleasant than it might have been otherwise by reason of the familiarity of most universities with government contract work. But in one respect this has made it more difficult since most institutions have become familiar with contracts with the military establishments. They did not initially appreciate, in some cases, the fact that our program was operating under a different basic law and thus under a different set of limitations.

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tracts with universities which resulted in considerable discussion is that relating to publication. The basic problem was reconciling the statutory requirement that research results must be placed in the public domain, with the practical necessity of reserving for the government the right of prior publication for a reasonable length of time, and the natural and proper desire of university scientists for independence and free right of discussion and publication. These differences were resolved to the satisfaction of all our contractors in a provision which reserved the right of prior publication for the government during a six-month period, and permitted free and unrestricted publication privileges for the contractor at the expiration of that period.

"Another matter requiring some attention was the arrangement for inspection of the research in progress by representatives of our Agency. No real difficulty arose here since the Division of Housing Research is as anxious as the university contractor that he be permitted complete freedom in prosecuting the research project. . . .

"The contracts are on a reimbursable basis and provide for an allowance for overhead costs. Reimbursement is for actual cost but the agency endeavors to operate without requiring a detailed and comprehensive audit. . . .

"Under the Housing Act, the division is instructed to use existing facilities for research wherever feasible, rather than setting up elaborate machinery of its own. So far, 58 research projects have been undertaken by contracts between HHFA and other organizations, private and governmental. Contract funds committed to these projects total \$1.4 million. These contracts have been signed with 21 universities, eight governmental agencies, one private non-profit organization, and the Academy of Sciences.

"The Bureau of Census, Bureau of Labor Statistics, and Forest Products Laboratory are among the government agencies conducting housing research for us.

"Universities handling HHFA projects include Columbia, Harvard, Illinois, Tuskegee, California, and Michigan.

"Other contracts include the

Bureau of Entomology and Plant Quarantine of the Department of Agriculture, and the Southwest Research Institute.

"The first final research report on any of these projects was received in our offices two weeks ago. Scheduled completion dates for other projects range up through May, 1954, but the majority are to be finished during 1951.

"Some current projects are aimed at economies through improved materials and better use of materials. Studies on the use and properties of lightweight aggregate concretes in housebuilding are an example. A project of this kind is being done for us now by the National Bureau of Standards.

"Another group of projects are aimed at savings through more efficient structure systems and structural components. The division's work on the development of simplified plumbing systems and more economical floor construction are examples of this.

"More economical procurement of materials and equipment is another field of concentration. Current projects in this area include an intensive study of present chan-

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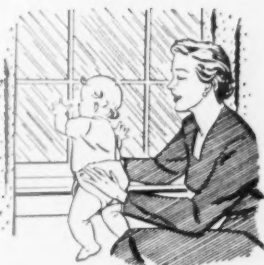
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This important benefit, plus Preservative Treatment which adds extra long life and durability, make the IDEAL All-Wethr WOOD Window Unit a favorite item among builders, dealers, jobbers, and home owners. Sell your customers this reliable window unit for their protection and your good reputation.



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nels used to distribute all kinds of building materials.

"And the division is striving to help the housing industry develop more effective assembly and erection management practices. One project is an analysis of the best methods now in use, including the contribution of factory fabrication.

"We hope the current HHFA housing research program will serve as the catalyst for development of a real housing research movement in this country. The yield from each dollar now being spent on research in housing can be multiplied if such a movement emerges and matures. There is evidence that it is now being born. It is the product of a growing confidence in the HHFA research program. It will be nourished by the recognition of its results."

HHFA Gets "Fannie Mae" and Prefab Contracts

In accordance with the President's Reorganization Plan No. 22 of 1950, the Federal National Mortgage Association was transferred from the Reconstruction Finance

Corporation to the Housing and Home Finance Agency on September 7.

FNMA's capital stock of \$20,000,000 and \$1,000,000 in paid-in surplus was transferred from RFC to HHFA Administrator Raymond M. Foley, together with about \$1 billion worth of mortgages held by the company.

Reorganization Plan No. 23 resulted at the same time in HHFA taking over from RFC approximately \$40 million of loans and commitments made by the RFC to manufacturers of prefabricated housing. These include 39 loans to 34 borrowing companies.

Dakota to "Keep Green"

More than 300 ranchers, businessmen, foresters, educators, and other interested persons gathered in Rapid City recently to hear Governor George Mickelson declare South Dakota the 28th "Keep Green" state.

The program of forest conservation and scientific growth of timber in this state is sponsored by the South Dakota Junior Chamber of Commerce.

Glue Training Course Saves Employer Money

Thurman Burns, glue room foreman of King Lumber Industries, Inc., Canton, Miss., has put his glue education to work by reducing plant gluing costs \$2.00 per thousand board feet. Burns, an enrollee in the five-day Teco glue training school held last May, learned a more effective way to mix the glue used in the King furniture dimension plant.

The next glue training course will be held November 27-December 1, at the Washington, D. C., laboratory of the Timber Engineering Company. Firms interested in improving their gluing practices should write or wire C. A. Rishell, director of research, Timber Engineering Company, Washington 6, D. C.

Dealers' Magazine Plans

The United States Gypsum Company's two magazines—*Popular Home*, for town and city markets, and *The Business of Farming* for rural readers—are being offered to dealers for their customers

SLASH TIME

and
CUT COST
of
MATERIALS
HANDLING

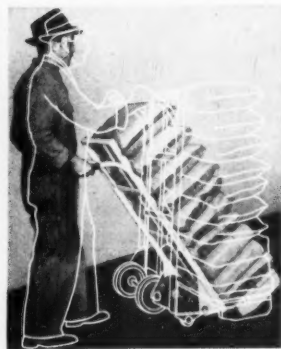
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A New GLIDING DOOR UNIT
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SAVES FLOOR SPACE

NEW SILENT OPERATION

ELIMINATES SWINGING DOORS

with 3 OUTSTANDING FEATURES

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

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as part of the USG 1951 promotional program.

Published eight times a year, the magazines are mailed to lists sent in by dealers who sponsor the magazines. Changes in the '51 issues include more four-color illustrations, two ads in each issue for the sponsoring dealer, and the dealer's name on both front and back cover.

National Guard Products in New Memphis Plant

National Guard Products, Inc.,

has moved into a new 11,500-square-foot building at 540 Jackson Avenue, Memphis, Tenn. One of the nation's largest producers of metal weatherstripping, decorative moldings, ornamental screen-door grilles, window guards, and other metal products, the company is increasing the output of its products.

Screen-door grilles are being promoted this year as the ideal family gift for Christmas. Advertisements in *House Beautiful* and *Holland's*, consumer magazines,

show four adjustable grilles in designs of cast aluminum figurines of animals and game birds.

Loxit Gets Merit Award

The 1950 Merit Award, issued by the American Society of Industrial Engineers, was presented to Loxit Systems, Inc., Chicago, Ill. The award was based on leadership in research, engineering, design, and manufacturing of products for the building industry.

When You Write to
Advertisers in
This Magazine
TELL THEM
You Read About It in
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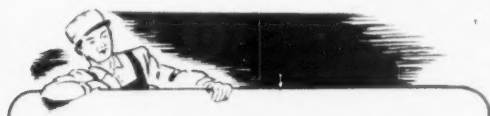
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- No springs—Actuated by counterweights
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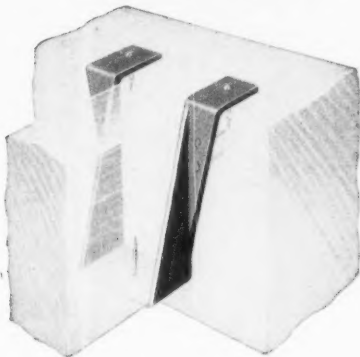
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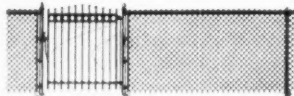
While you're at it...
Sell them a
STEWART FENCE, A RAILING
or some other accessory

Your customer may need a fence. Illustrated are two popular, low-cost Stewart fences that fill the bill for most homes. If it's a factory, a large estate or some other type of property, Stewart has a Chain Link Wire or Iron Picket Fence to meet all their requirements.



Iron Picket Fences are made in many designs, in plain and ornamental iron.

Chain Link Wire Fences are available in several heights, weights and styles.



Perhaps they need a railing for a balcony, the stairs, a porch or a stoop. Stewart produces railings for all purposes, in many designs in plain and ornamental iron.



Iron Railings are made in an unusually wide range to meet all home requirements.

Then, too, folks like to dress up their homes with ornamental iron lanterns, interior gates, grilles or treillage work. Some want flagpoles. We have all these items and many more.



Flagpoles are made of standard weight pipe, heavily galvanized after fabrication.



Ornamental Iron Lanterns—bracket and pier types—are available in many styles, sizes and finishes.

So whatever your customer needs along these lines, contact Stewart. Chances are we have it.

Our dealer plan is simple because there is nothing to buy and no stock to carry. It's profitable because Stewart products are priced to allow a good margin for the dealer. And sales resistance is reduced because you are selling nationally advertised products that are well known for their high quality. It will pay you to make Stewart your source of supply for iron and wire fence and metal specialties.

Write for dealer plan today. There is no obligation whatever. If you are interested in some particular item, tell us what it is and we'll send full details.

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Stewart IRON and WIRE
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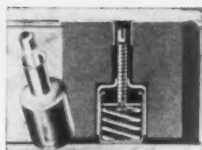
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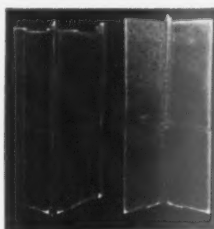
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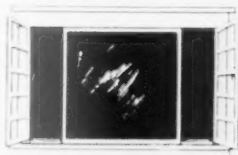
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World's Largest Manufacturer of Aluminum Casement Windows

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COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

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1208-1221 OAK AVENUE P. O. BOX 551
Dependable Building Products
Lafayette, Louisiana

December 28, 1949

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Lumite Division
47 North Street
New York 13, New York

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Dear Sir:

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Our contractor customers especially like it because of the ease of application and the added feature of never requiring painting.

We have found your well designed dispenser to be an excellent sales booster.

Yours very truly,

THE M.L. MONIES LUMBER COMPANY
Warren G. Monies
 Warren G. Monies
 Assistant Manager

WM: sed

**LUMITE is the ideal screen cloth
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It's guaranteed not to rust or stain, never needs protective painting. It won't sag or bulge when adequately framed. Is easy to install. Lasts far longer than many of the screen cloths you have sold.

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SALES BOOSTER."**

Says Mr. Monies who has learned that when you get Lumite out front where customers see it and ask about it—they learn the facts and buy.

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Good Housekeeping

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40 NORTH STREET, NEW YORK 13, N. Y.

LUMITE

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